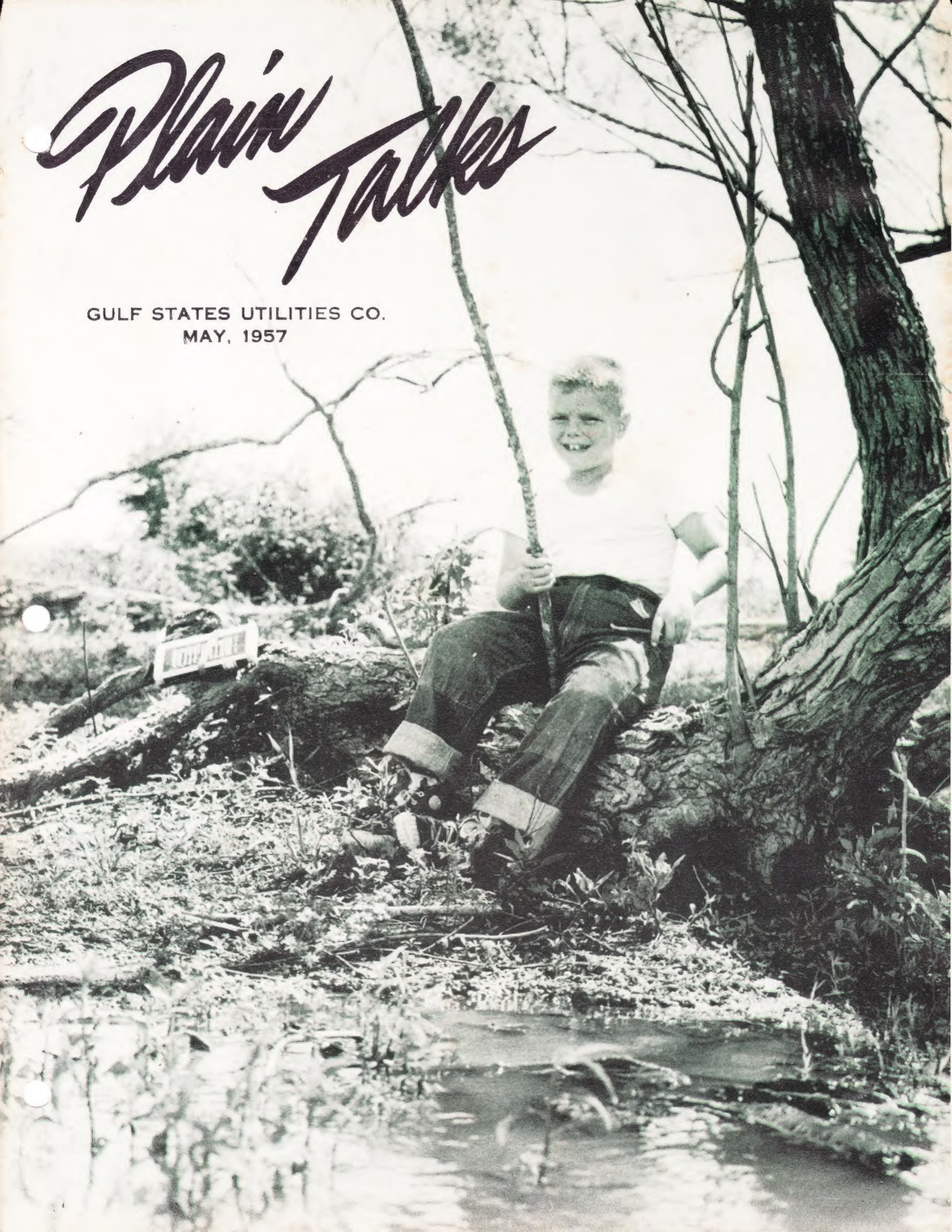


Plain Talks

GULF STATES UTILITIES CO.
MAY, 1957



Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, Associate Editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor; Graham Ward, contributing artist.

May, 1957

Vol. 35, No. 5

A magazine for employees of Gulf States Utilities Company

"PASS THE BISCUITS AND THE BUSINESS SECTION, DEAR"

Who owns our company? Big bankers? Holding companies? Our own officers?

No. Like other business-managed electric companies, our company is owned by thousands of people in all walks of life. At the end of 1956, there were 12,523 common stock owners and 2,038 preferred stock owners. Our direct "owners" live in every state in the union and several foreign countries. Three thousand, four hundred and thirty eight common stockholders live in Texas and Louisiana.

Indirectly, thousands of people are investing in our company through life insurance companies, pension funds, colleges, churches, hospitals, and trust funds. Three out of five Americans are stockholders in business indirectly through their life insurance policies, according to Edison Electric Institute, which goes on to say that Americans have invested more than \$25 billion in electric power companies like ours.

And don't be too surprised if the little woman asks you for the business section of your newspaper at the breakfast table some morning. Forty percent of the holders of our common stock are the fair sex. That's only natural when you consider that women have a time-honored reputation for knowing a bargain when they see it.

PLANE TALK

The purchase this month of a twin-engined Beechcraft airplane and the establishment of an Aviation Department are welcome signs of progress — especially to employees whose duties entail considerable amount of travel in the 28,000 square miles we serve.

A number of companies serving areas comparable to ours have proven that air transportation in a limited area is safe, convenient, and time-saving.

TIME WELL SPENT

When the Navasota service club meeting adjourns on May 20, our Company will have awarded service emblems to 234 long-time employees at five meetings held in Lake Charles,

Port Arthur, Beaumont, Baton Rouge, and Navasota. The combined length of service of the Gulf Staters who became eligible this year to join the 50, 40, 30, 20, and 10-year clubs amounts to more than 4,000 years.

The experienced men and women in our Service Clubs are fully as important to the success of our rapid expansion program as the trained regular army men were to our national defense efforts in the months after Pearl Harbor.

Ask any young lineman, accountant, engineer, sales or production man, and he'll tell you how much he relies on the skill and assurance of the men around him who have built our company's solid reputation for "dependable public service" through the years.

So, here's a sincere "well done" to the 1,091 men and women of our Service Club and a special salute to the new fifty year member, five new 40-year members, 48 new 30-year members, 62 new 20-year men, and 118 members who joined this year after ten years of service.

"BUSINESS WEEK" SPREADS THE GOOD WORD

Some nice things were said about our service area and our Company in two recent issues of the widely read and respected publication, "Business Week."

In case you missed them, the April 27 issue carried a page advertisement illustrated by a full color aerial view of Neches Station. The ad, sponsored by the Stone & Webster Engineering Corporation, describes the installation of the number seven and number eight units to serve the "fast-growing (Sabine) industrial region."

The April 20 edition (which should be required reading for all of us) salutes the industry-inviting and booming 85 miles of territory on both sides of the Mississippi River between Baton Rouge and New Orleans. The article paints an even brighter future for that area and speaks well of our Company's foresight more than a quarter of a century ago when Louisiana Station was especially designed to furnish both steam and electricity to our next door neighbor in Baton Rouge, Esso Standard.

Thanks and well said, B. W. and S. W.!

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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Vice President and Secretary	Vice President

E. L. ROBINSON	L. V. SMITH
Vice President	Vice President

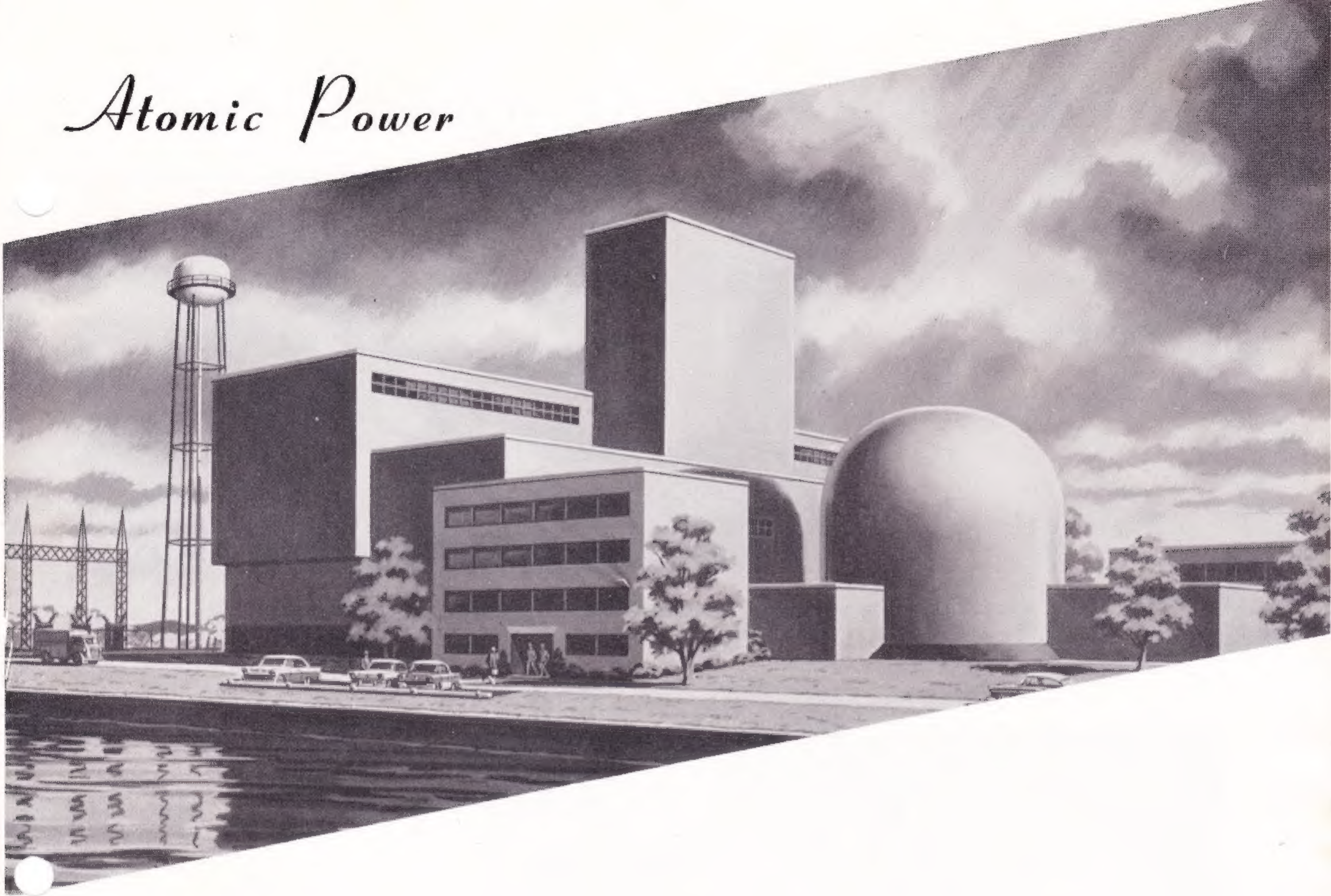
G. E. RICHARD
Treasurer

OUR COVER



Teachers often wonder what's going through a first-grader's mind when their questions draw a blank look. More than likely during those long Winter months, boys like seven-year-old Freddy Estes, son of Navasota Gulf Stater C. A. Estes, is day-dreaming of that happy June day when school's out, books can be put aside and thoughts can turn to a little serious fishing. Happy Freddy's dad is in the Navasota Meter Department.

Atomic Power



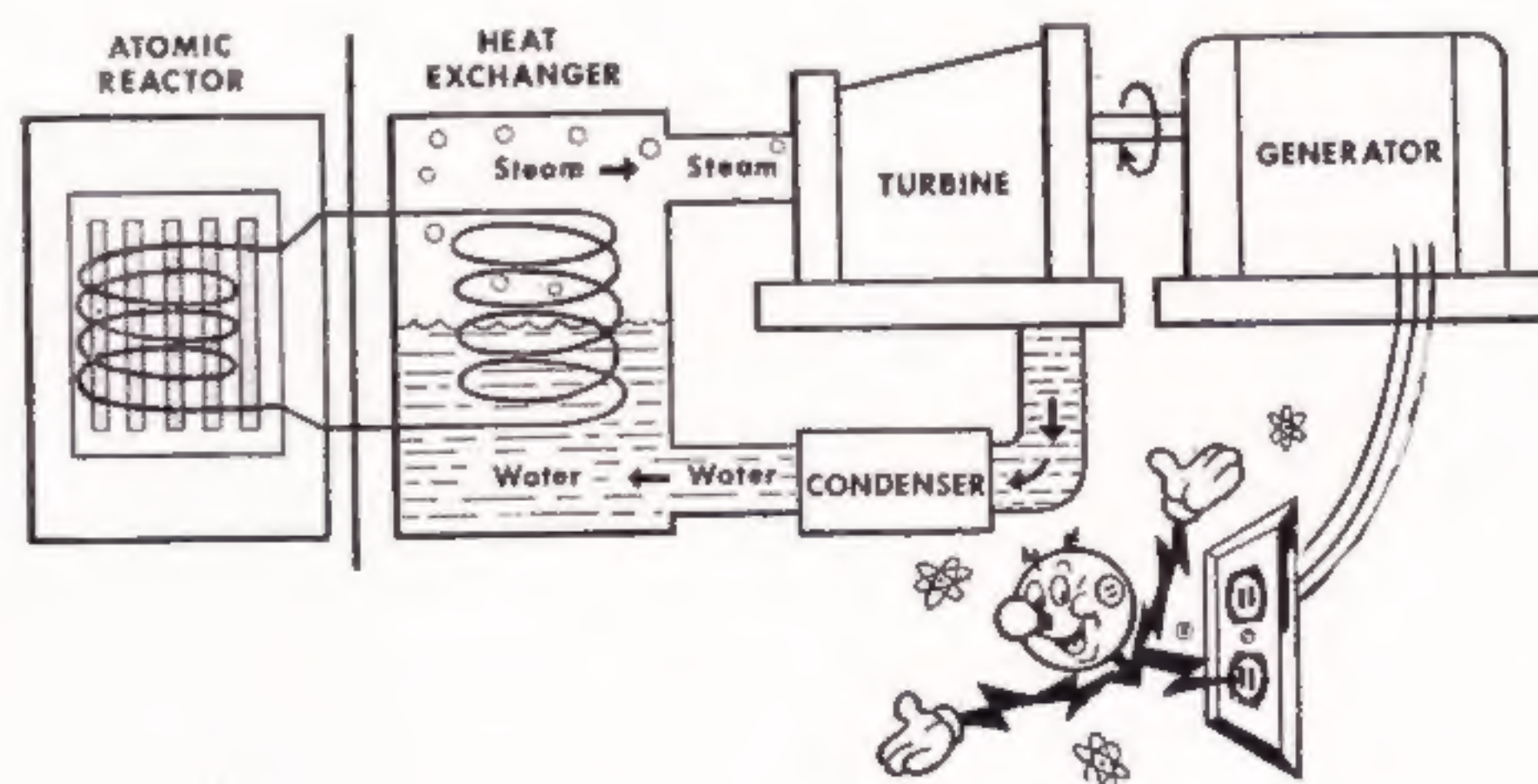
Eleven Texas Utilities Have Formed Atomic Energy Research Foundation; No Atomic Power Plant Planned Now

With the announcement that our Company is one of 11 utility firms who filed incorporation papers, April 10, in Austin, for the formation of the Texas Atomic Energy Research Foundation, it is time to consider the role of atomic energy in electric power production.

Atomic power plants differ from our power plants only in the substitution of this new energy as a heat source for the boilers which make steam to spin the turbo-generators. Although they have mastered atomic fission (splitting the atom), by which great amounts of heat energy are released and can be converted into electricity, today's scientists and technicians are constantly at work to find new and more economical methods of using this new source of energy to make electricity. They want to make electricity, with the atom as fuel, as cheaply as they presently make it using coal, water, oil or natural gas.

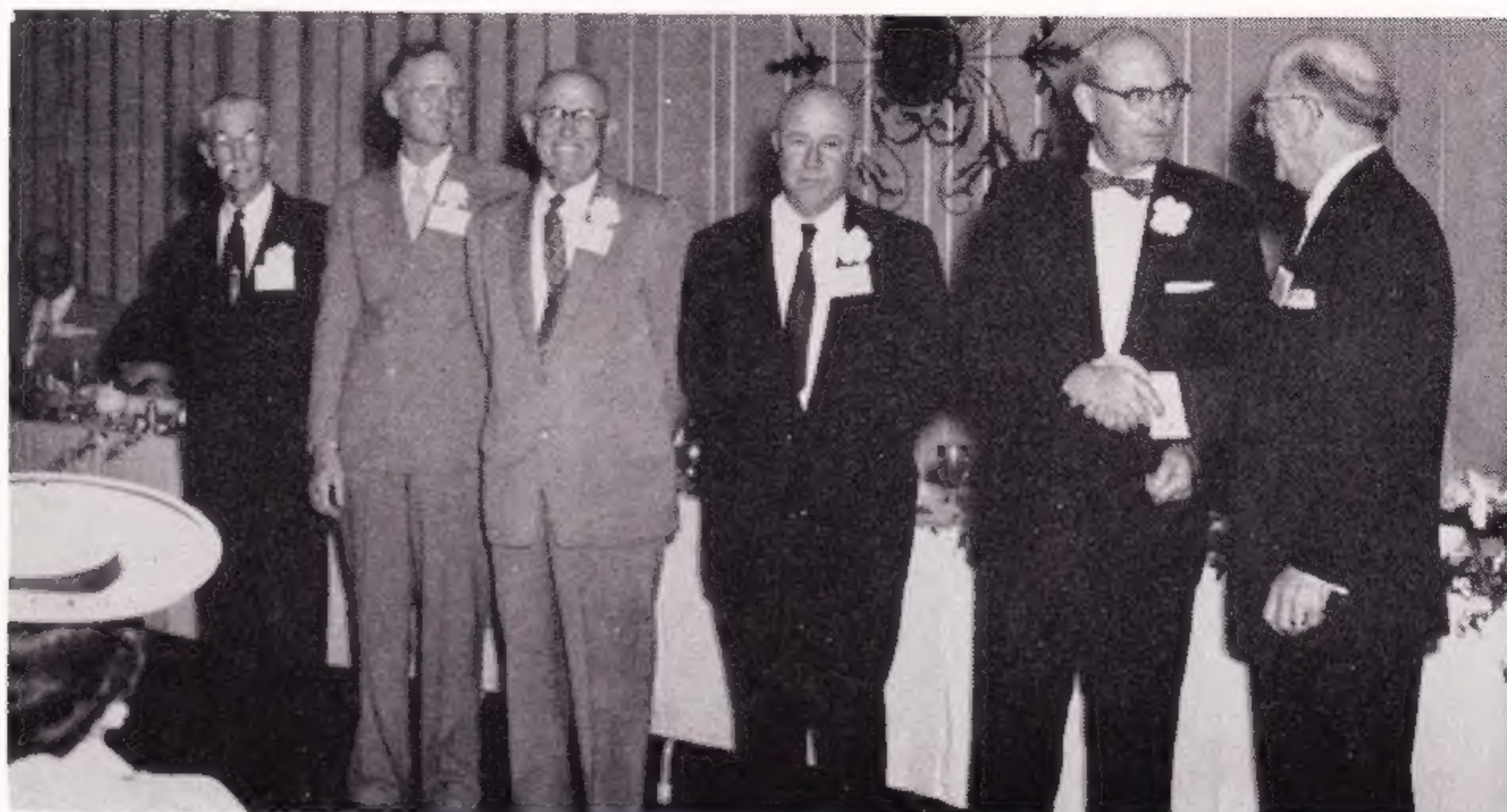
To do this, many difficult problems have to be solved. New types of equipment must be invented,

constructed and tested. Experimental plants have to be built to make the heat released in nuclear fission an economical source of electric energy. While the Foundation plans no atomic power plants, it will keep informed of developments which will help us be ready to enter the atomic power field at the proper time.

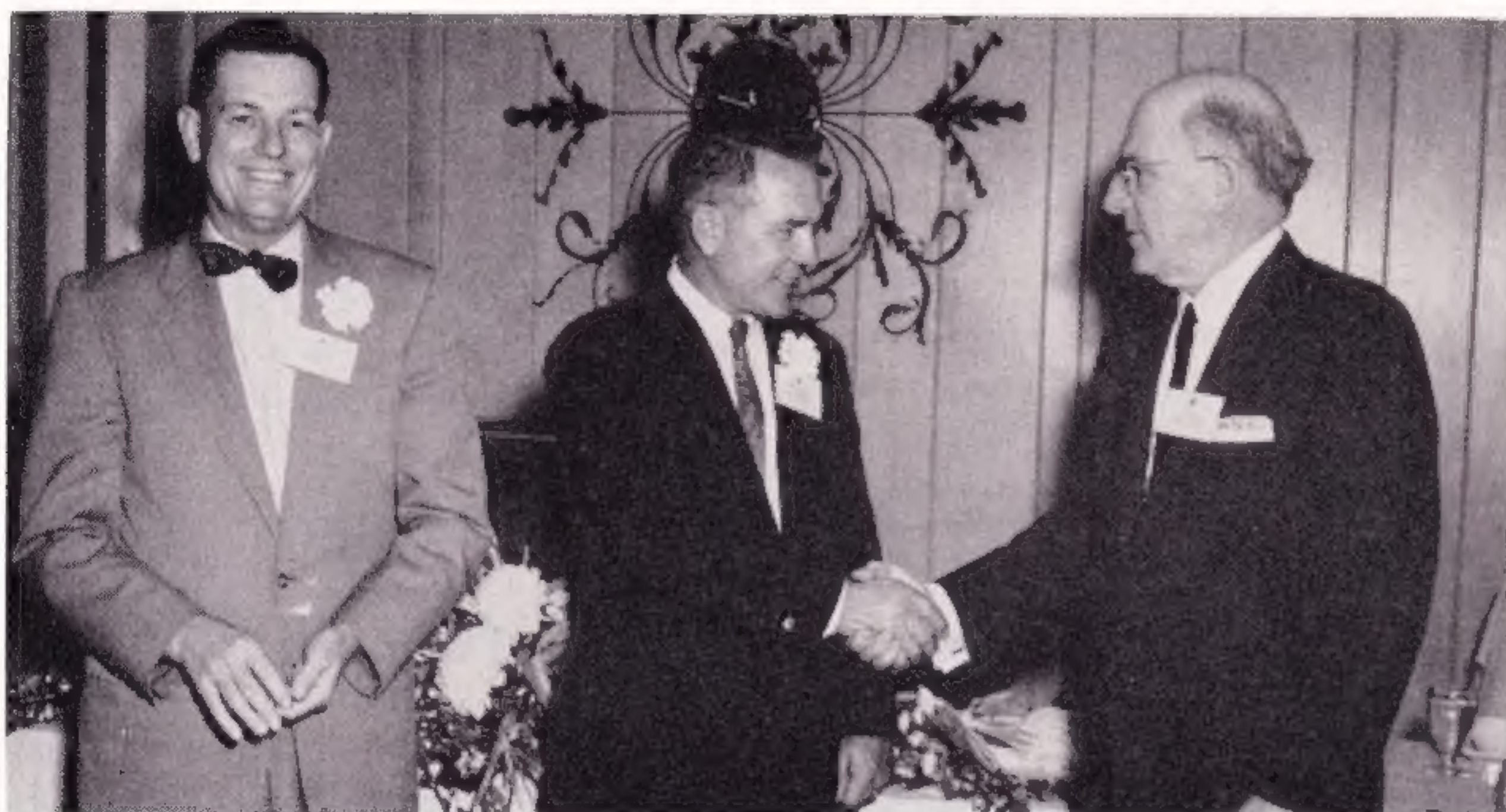


SERVICE AWARD BANQUETS

Port
Arthur
Division



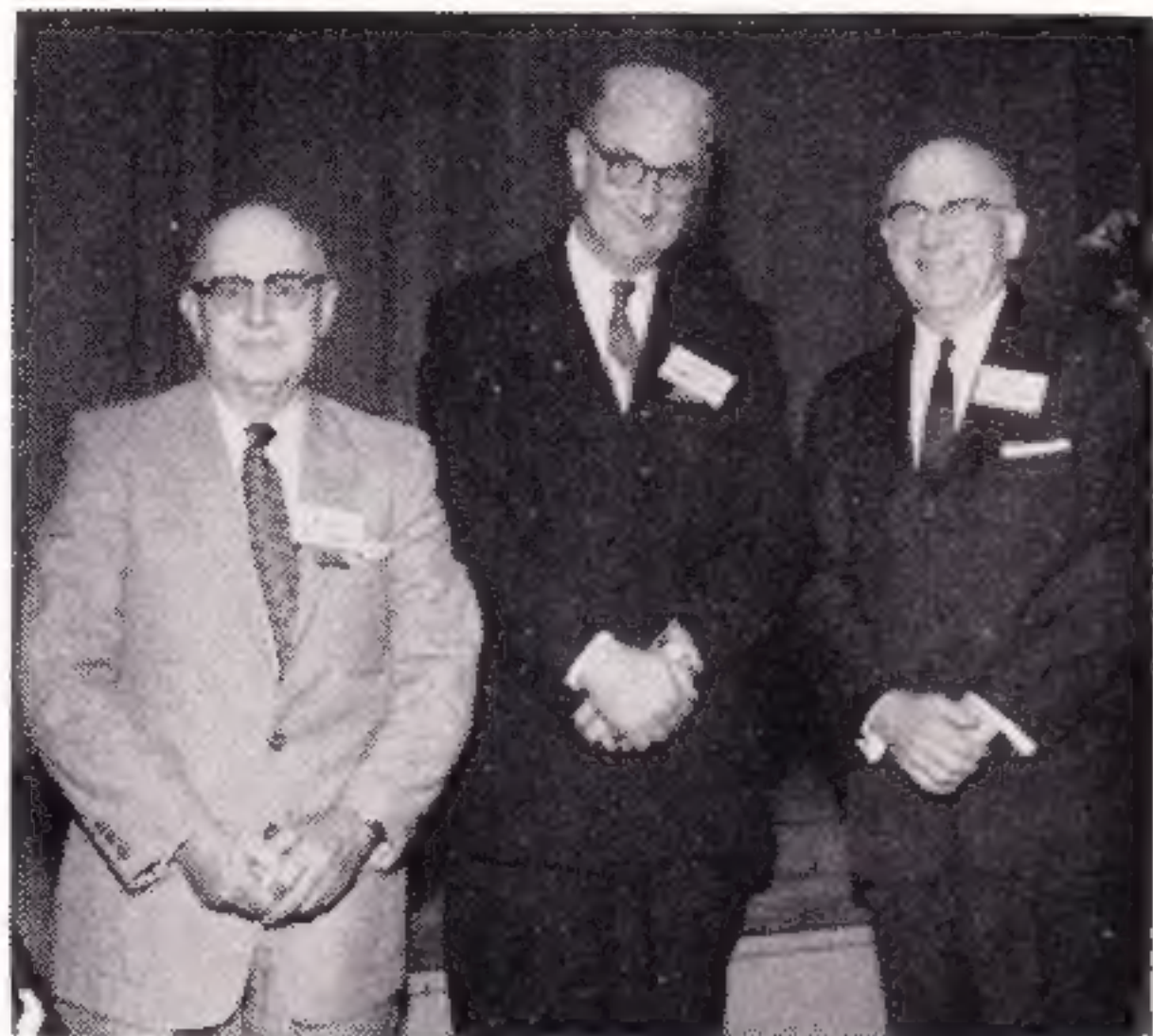
Thirty-year pins went to: J. D. Hatley, L. K. Bankston, A. J. Prejean, J. Kirby Jones and C. M. Scott.



Twenty-year award winners were J. C. Siddall and F. F. Parent, here being congratulated by President Nelson at the May 6 banquet.

The ten-year awards went to: R. W. Pharo, O'Dell James, R. J. Kemp, L. P. Hebert, J. K. Goff, Mary K. Burke, J. J. Boutte and W. J. LeBouef.





New Beaumont 40-year members are: E. J. Clubb, T. O. Comerford, with President Nelson.

Beaumont Divison



Thirty-year awards went to: R. M. Tompkins, N. C. Spencer, F. E. Seyforth, T. A. Sandidge, Ruby Ray Ridley, G. E. Richard, C. L. Potter Sr., G. B. Oglesbee, D. H. Poulson, J. D. Jordan, H. C. Hansen Jr., Imogene Gray, E. O. Fischer, C. W. Choate, W. T. Buckley, J. H. Albe, G. W. Adams.



Twenty-year awards went to: Buck Wingard, J. L. Terrell, H. C. Sandefer, Ernest Richard, Sterling Oliver, T. C. Merri-
man, M. N. Jenson, E. G. Mathis Jr., C. E. Laughlin, J. V. Lasyon, J. W. Hebert, Ralph Ellis, C. R. Brinkley, C. J. Bonura, A. D. Bonnette, V. E. Blanchette, H. L. Berly, A. W. Baird, J. R. Abernathy.

Receiving ten-year awards are: A. L. Whitson Sr., R. K. Welch, M. D. Stephenson, E. R. Sellers, Sibbie A. Ristoff, H. J. Ridley, D. E. Ridley, O. S. Richardson, F. G. Osburn, R. A. McReynolds, C. J. McGee, Mollie Mathews, Robert Matkin, R. E. Massey, S. J. LeBouef Jr., Iris W. Land.



Receiving ten-year awards are: J. E. Lamar, C. C. Kuritz, S. A. Jones, Otha C. Hughes, R. D. Hereford, A. N. Hall, T. D. Haley, D. G. Dumas, R. L. Cochran, D. D. Greer, Z. B. Brown, J. A. Brown, C. L. Broussard, G. A. Bossley, A. J. Bearden, C. O. Baer.





R. J. Landry received his 40-year pin at the banquet held in Lake Charles this month.

Lake Charles Division



Thirty-year awards were presented to: T. E. Farlow, E. H. Little, N. G. Carpenter, S. G. Sibley, G. W. L. Dobbertine, W. E. Duplechain, Elmer Sudderth, R. E. Compton and A. B. J. McMaster. W. J. Keller also joined the 30-year club, but is not shown.



Receiving 20-year pins this month were: L. M. Risher, F. E. Mathes, W. M. Larkin, H. G. Holland, C. H. Goodwin, C. J. Gary, C. N. Griffin, R. J. Broussard, M. C. Garman, J. W. Billodeaux and T. D. Brooks. L. H. Ernst, also a 20-year club member is not pictured.

Ten-year pins were presented to: J. H. Beaugh, C. M. Heichelheim, III, J. W. Hurst, O. J. LeBlanc, E. E. Mayfield, Harold Smith, P. A. Broussard, J. C. Daigle, L. P. Gallet, L. J. Gauthier, M. L. Guidry, C. A. LeBlanc, Jr., D. J. Provost, C. J. Rome, H. P. Trahan, Jewel W. Amis, Hope M. Barnett,

A. M. Bergeron, F. H. Bush, Jr., Allie C. Gloria, M. L. Goodman, M. A. Guidry, C. N. Hall, Columbus Hanks, P. A. Harrington, K. R. Hoffpauir, V. F. Horstmann, L. D. LeFleur, Willmer Ledbetter, J. H. Leveque, Jr., W. S. Norwood, Mildred O. Nunez, and James Wall, Jr.



Baton Rouge Division



T. J. Hanlon Jr. is presented a 50-year award.



J .O. Bauman receives a 40-year award.



Thirty-year pins were received by: A. V. Thornton, E. A. Werner, C. B. Barron, H. E. Conerly and A. J. Matherne.



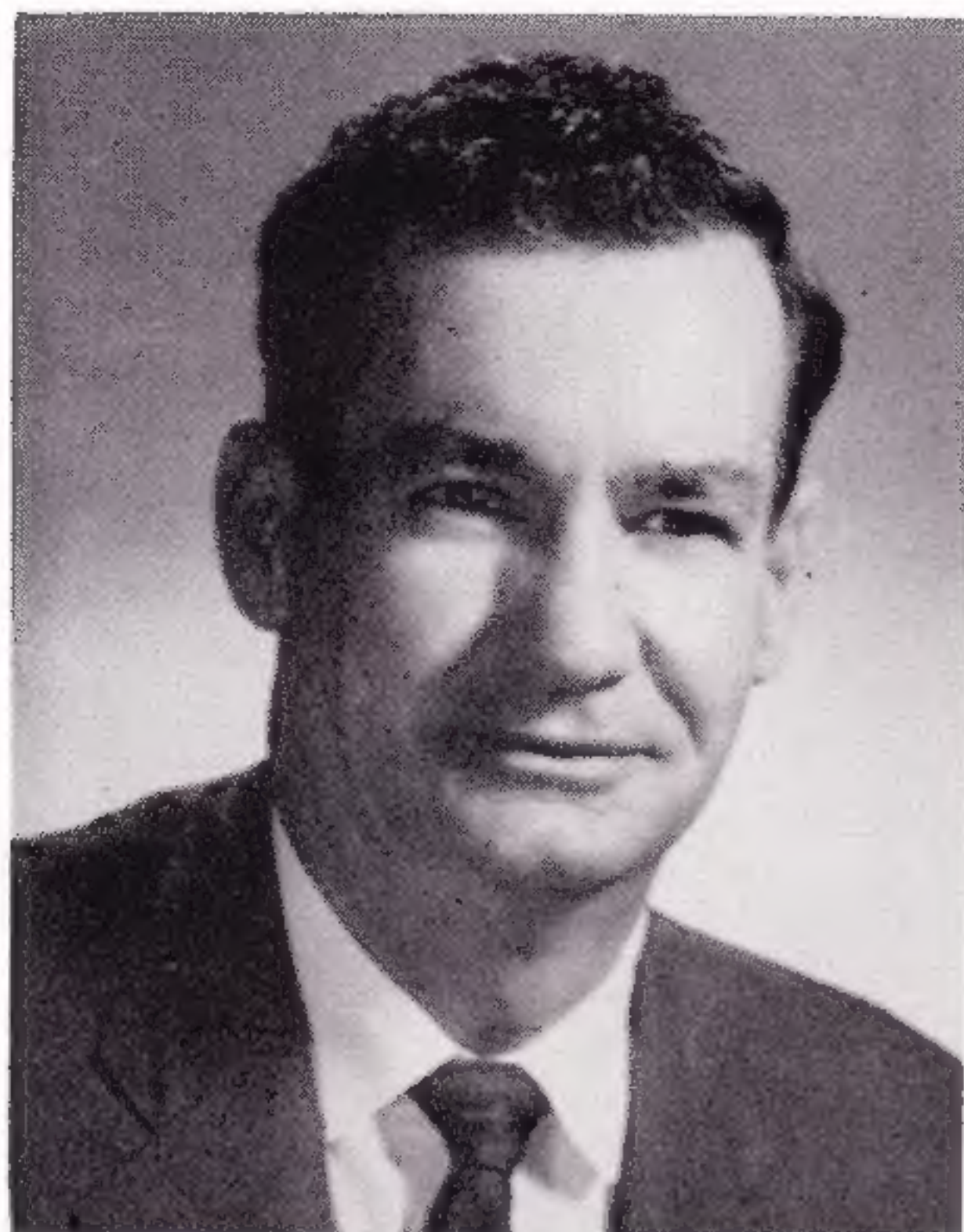
Receiving twenty-year awards are: Joe Jones, A. C. Williams, J. W. Waldrup, Mrs. M. J. Cunningham (representing Mr. Cunningham who is recovering from illness), L. J. Efferson, Tom Carr, Harvey Bowlin, Percy Fore, R. J. Jarreau, R. W. Minvielle, Riley Pray, W. L. Parker, Ray Pace, J. R. Murphy.

Receiving ten-year awards are: M. R. Williams, M. J. Robert, Gordon Minor, R. U. Prince, H. C. Norton, R. P. Smith, J. C. Melancon, W. P. Tucker, Opal Temple, D. G. Clement.



Receiving ten-year awards are: George Blackwell, E. A. Cowart, J. W. Bello, J. O. Benton, J. W. Babin, J. S. Chambers, F. J. Daigle, G. C. Bond, E. K Harrington, R A. Hughes.





L. V. Dugas



O. G. Floyd



Lamoyne Goodwin

System Sales Department Promotes Three

Promotion of three sales supervisors to new assignments in the system sales department was announced today by E. L. Robinson, vice president and general sales manager of the company.

Advancing to more responsible positions in the company's system industrial and commercial sales department in Beaumont are Lionel V. Dugas, Owen G. Floyd, and Lamoyne Goodwin, all of Beaumont.

Mr. Dugas advances to the position of system supervisor of industrial sales. His work includes developing, planning and directing industrial sales, system area and industrial development and area and industrial engineer training programs. Mr. Dugas' responsibilities will extend throughout the area served by Gulf States.

Mr. Floyd moves up to the position of system sales promotion supervisor. He will be responsible, on a system basis, for planning, directing and promoting employee and dealer sales personnel educational and training programs and annual sales promotional programs for commercial electric cooking, refrigeration and air-conditioning, heating, ventilating, and other related commercial applications of electric service.

Mr. Goodwin becomes system supervisor of area development. His duties consist of cooperating with division sales supervisory personnel in the

planning and direction of area development programs. He will be in charge of area development engineer training and will cooperate with educational institutions, county and parish agents and municipal area development committees in carrying out the company's long range program of helping with the economic development of the territory served by Gulf States. He will continue to direct the company activities in support of 4H and FFA farm youth groups.

Mr. Dugas

A native of Scott, Louisiana, Mr. Dugas graduated from Southwestern Louisiana Institute at Lafayette, with a degree in electrical engineering. Beginning as a student engineer in Lake Charles in 1930, he progressed through several engineering jobs in Lake Charles, Baton Rouge and Lafayette before being transferred to Port Arthur as a power sales engineer in 1940. In 1943 he was transferred to Beaumont in the same capacity until, in 1949, he became an industrial engineer. In 1950 he was promoted to supervisor of industrial sales, the job he held until his promotion.

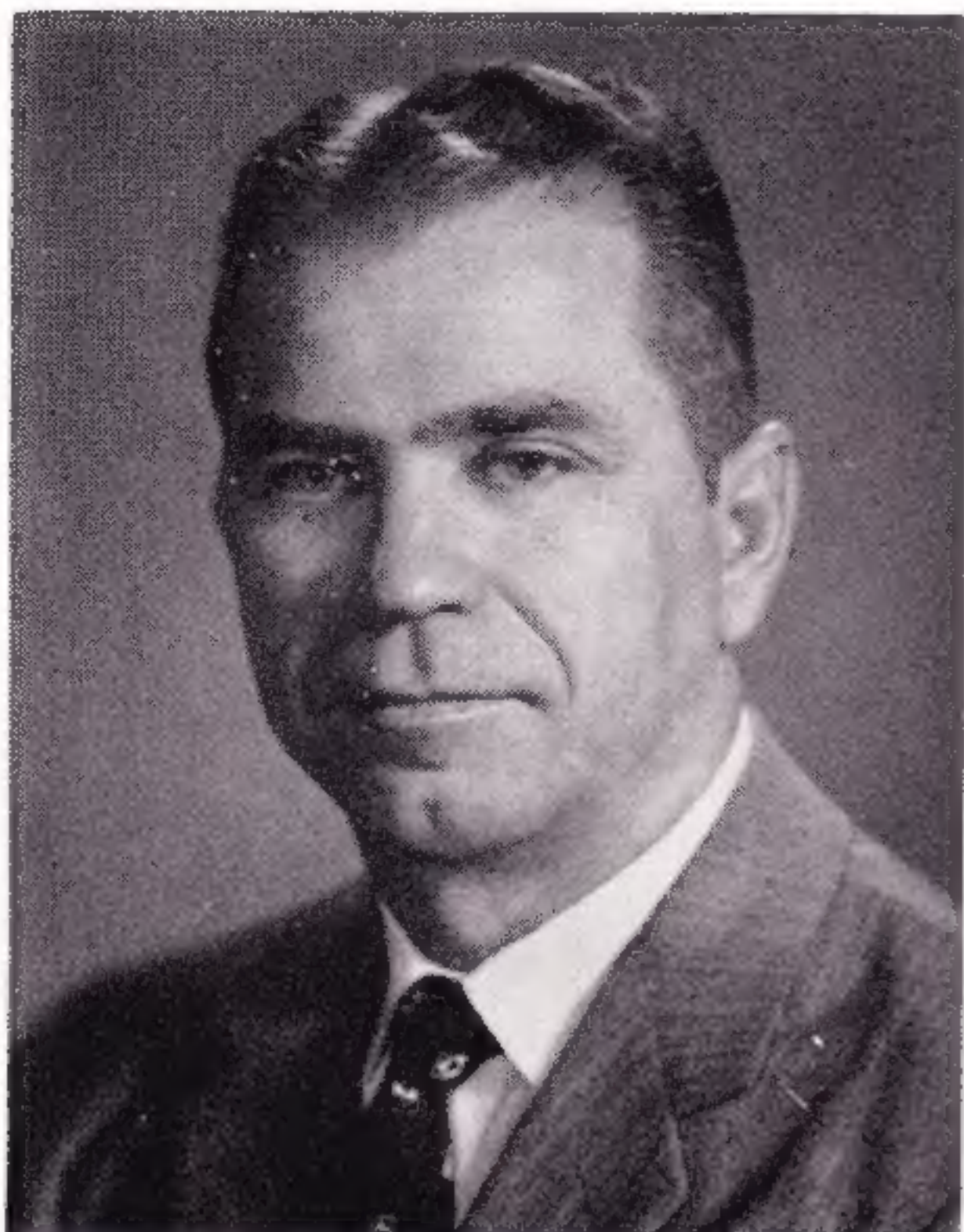
Mr. Floyd

Mr. Floyd is a native of Marshall, Indiana. In 1919, he graduated from Rose Polytechnic Institute in Terre Haute, Indiana with a degree in elec-

trical engineering. Before joining Gulf States, he worked for the American Gas and Electric Company in Maurice, Indiana, and the Terre Haute, Indianapolis and Eastern Traction Company. Mr. Floyd joined Gulf States in 1930 as a power sales engineer in Beaumont. In 1947, he became supervisor of industrial sales, and in 1950, supervisor of commercial sales. In 1952, he became director of industrial and commercial heating and cooking sales.

Mr. Goodwin

A native of Kyle, Texas, Mr. Goodwin graduated from Texas A & M in 1927 with a degree in agricultural engineering, joining Gulf States shortly afterwards as a salesman. After brief training periods in Orange, Port Arthur and Calvert, he was made a district representative in Navasota in 1930, and for the next seven years worked in that capacity in Navasota, Jennings and Lake Charles. In 1938, he became agricultural power salesman in Lake Charles. Shortly after Pearl Harbor, Mr. Goodwin entered the U. S. Army where he served until 1945, rising to the rank of lieutenant colonel. Upon his return, he became agricultural power salesman in Lake Charles and in 1946, was promoted and transferred to Beaumont as a farm representative. He was promoted to system director of agricultural services in 1949.



J. W. Kirkland

Kirkland Named Navasota Superintendent; Price Is Baton Rouge Substation Foreman

Promotions involving a Beaumont and a Baton Rouge man became effective May 1.

Jack W. Kirkland, formerly office engineer-executive at Beaumont, has been promoted to the position of operating superintendent of the Navasota Division, and Ray W. Price of the Baton Rouge Substation Department, has been promoted to the position of substation foreman.

Mr. Kirkland

Mr. Kirkland, an electrical engineering graduate of Louisiana State University, is a native of Alexandria, Louisiana. He joined Gulf States in 1939 as an instrument man in Baton Rouge.

He was subsequently transferred to Lafayette where he was promoted to the position of district engineer and later, power engineer. In 1943 he entered the Navy, where he served three years. Upon returning to the Company, he has served as engineer at Lake Charles, senior engineer at Navasota and at Beaumont, assistant general line foreman at Beaumont, general line foreman at Beaumont, and office engineer-executive at Beaumont.

Mr. Price

Mr. Price, a native of Hamburg, Mississippi, attended Louisiana State



R. W. Price

University. He joined the Line Department in Baton Rouge in 1941, progressing through the various classifications. In 1948 he was transferred to the Substation Department.

Effective May 1, A. J. Dubus, Lake Charles district superintendent, is responsible for the operation of the Accounting and Stores Departments of the Lake Charles and Sulphur Districts.

Accounting Department Transfers — Promotes Dowies and LeMire

Two promotions and transfers, affecting Beaumont and Lafayette Accounting Departments, were announced this week. The changes were effective May 16.

James E. Dowies is transferred from Beaumont to Lafayette and promoted to the position of supervisor of customers accounts. Frank A. LeMire is transferred from Lafayette to the General Accounting Department in Beaumont.

Mr. LeMire

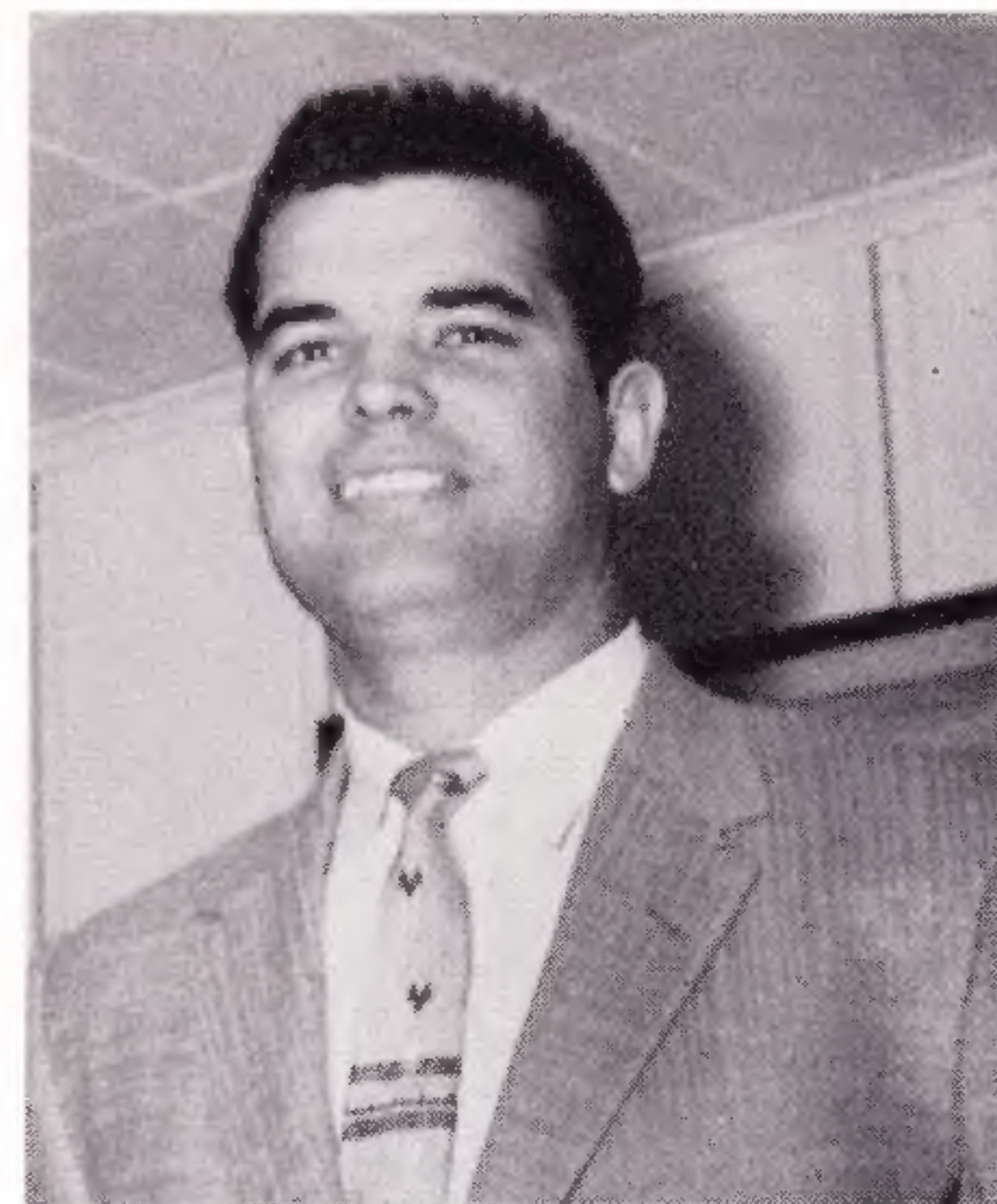
Mr. LeMire joined Gulf States in 1952, beginning as a clerk in Beaumont, and progressing to senior customer clerk in 1953. In 1954 he was transferred to Lafayette and promoted to the position of supervisor of customer accounts. He is a native of Port Arthur and a graduate of North Texas State Teachers College at Denton, and he also attended Lamar State College of Technology at Beaumont.

Mr. Dowies

Mr. Dowies joined the Company in 1940 as an employee in the General Accounting Department at Beaumont. A native of Robeline, Louisiana, he received his degree in management from the University of Texas at Austin.



F. A. LeMire



J. E. Dowies



TEN PIN ALLEY

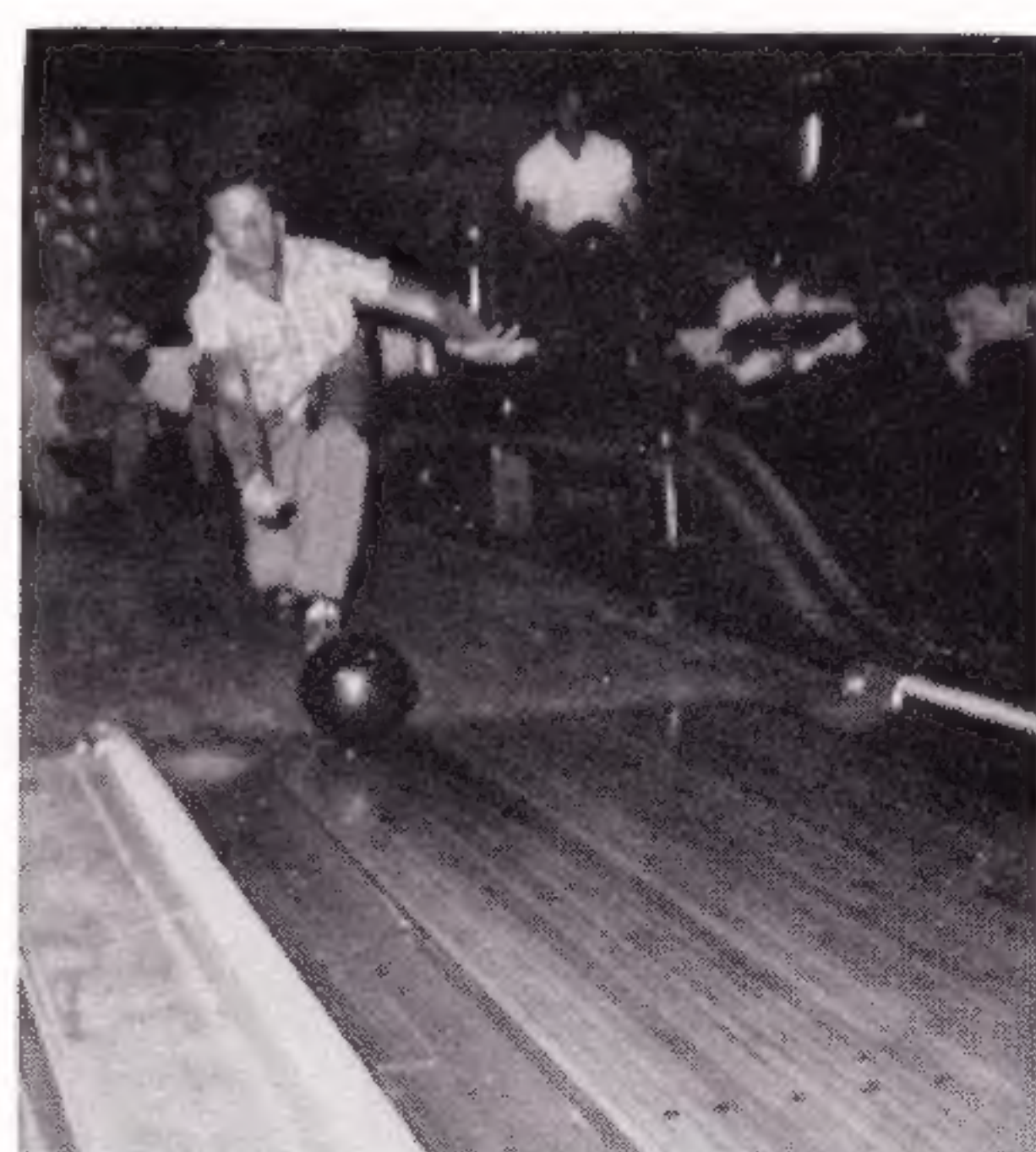


Bowling Season Ends For Gulf Staters

Bowling is coming to a close as far as seasonal competition is concerned. Teams throughout the system are having play-offs to determine who is champion in their leagues. Celebrations are being planned to honor the outstanding members for the past season.

Gulf Staters, like the Reddy Kilowatt League in Beaumont, met once a week in friendly, but spirited competition. Beaumont's season ended May 3 in the play-off between the Live Wires and Hot Sticks. The Live Wires won two games out of three.

Pictured on these two pages are some of the participants in this year's Beaumont bowling league, held at the Tower Alleys.



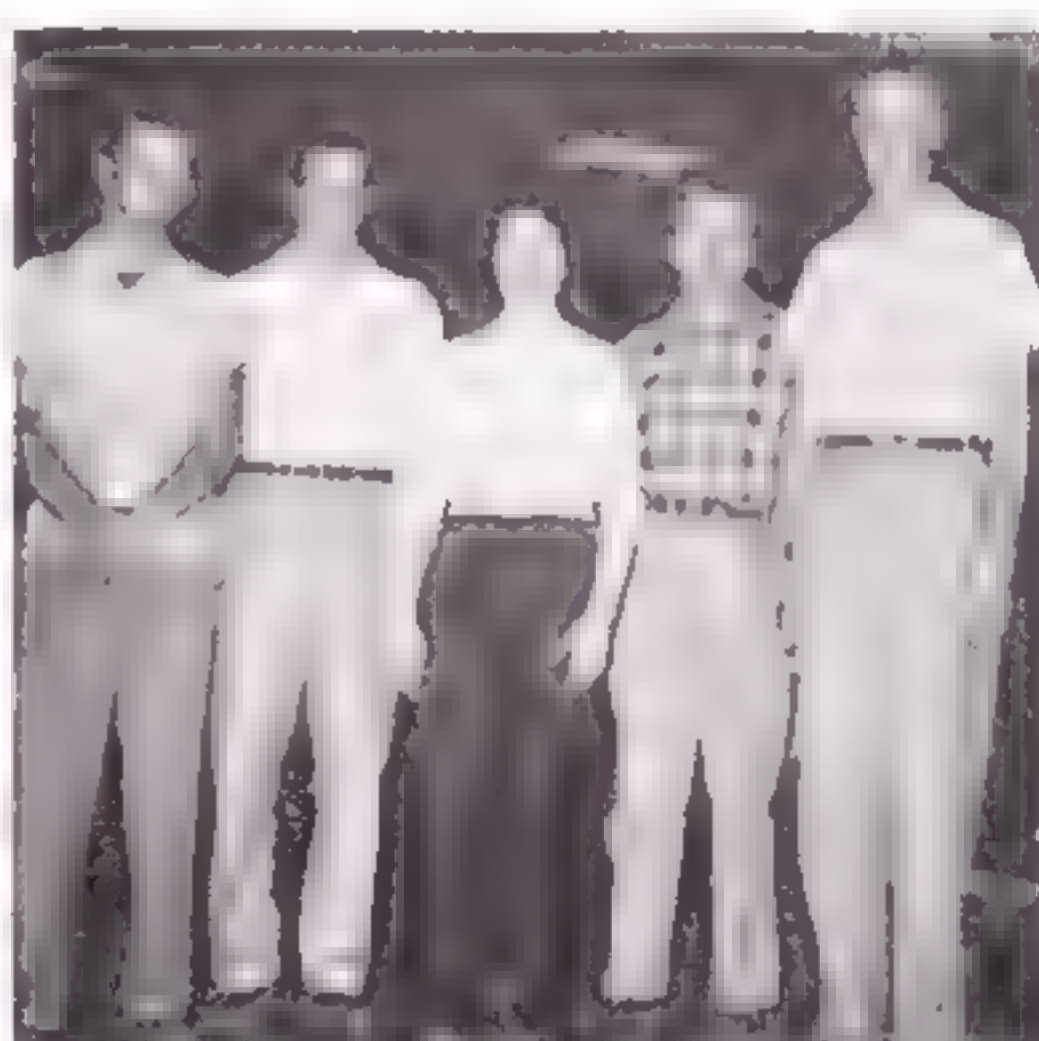


Live Wires—Season winners "Bobo" Faggard, Gene Mullin, Helen Nevill, John Scott and Harold Lafosse.

Hot Sticks—Runners-up R. J. Peters, Barbara Cobb, Arthur McConnell, Ken Jumel, Jim Dowies and Minnie Douglas.

Arresters—Arlyn Swonger, Lester Jackson, Ken Londers, Bea Yazbeck and Ernie Baumgartner (not shown).

A. C.'s—Scotty Wilson, Henry Zahn, Hal Tierney, Charles Wright, Ava Lee Wright and Frank Peel.



Generators—Roy Hester, Maurice Frederick, Weldon Dube, Nell Dube and Kit Evans.

Transformers—W. E. Thomason, Howard Charlton, Jerry Roberts, "Butch" Franklin, Clayton Arnold and James Birdwell.

Cross Arms—Roy Cowart, Carrol Henry, Mauriene Crabbe, F. S. Roby and W. T. "Bill" Buckley.

Circuit Breakers—Roy Henckel, George Hayes, and Kerry Wade. (D. J. Boullion not shown.)



Hi-Lines—Sally Dowden, Norman Ener, Don Clawson, Harold Delaney and Muriel Hayes.

Short Circuits—Flo Wenzell, Larry Wenzell, LeRoy Bademan, T. W. Mitchum and M. T. Alford.

H-Frames—Joe Fontana, Dave Garrison, Mickey Knobloch, Dean Morrell, J. D. Perkins and Perry Blanchette.

Kilowatts—Bonnie Gore, Jimmy Booker, Shirley Bucklew, and Jerry Mitchell.

Burnt Fuses—W. J. Schumacher, Charles Shrigley, "Red" Jordan, F. W. Fahrenhold and Mary Helen Ener.

D. C.'s—Reggie Williams, Rose Williams, R. J. Stout and Alice Maldonado.

Insulators—C. H. Watler, Helen Wilson, Ed Wheeler and Don Tingen.



Do You Know Our

Application Billing Customer's 'Service?



A Beaumont customer makes application to Otho Hughes. She checks the application form and calls . . .

The average customer never sees much of the process necessary in supplying his home with electric service and making up his electric bill.

He knows the meter reader, who comes around every month, and remembers when he made application for service when he moved in. But these are only two of over a dozen steps involved in accurately reporting to customers the amount of electricity used that month.

In finding out how a bill gets that way, we traced its progress through Customer Accounting, from the application for service to the payment of the first month's bill. In our tour, we found there are fourteen distinct steps involved.

These two pages show the story, from application to payment.

Mary Helen Ener at the customer record files for a check on the customer's credit and status of service at the address on the application. Mrs. Ener fills out the service order card.

Service order cards are sent to a serviceman, who installs the meter if necessary, or checks the existing one and puts it in service. Order card then go to Doris Squyers, unit bookkeeper, to be transcribed in the meter book.





Meter readers, like Elanor Ard, read every meter once a month on scheduled dates. The average number read during a day is between 350 and 400 meters.



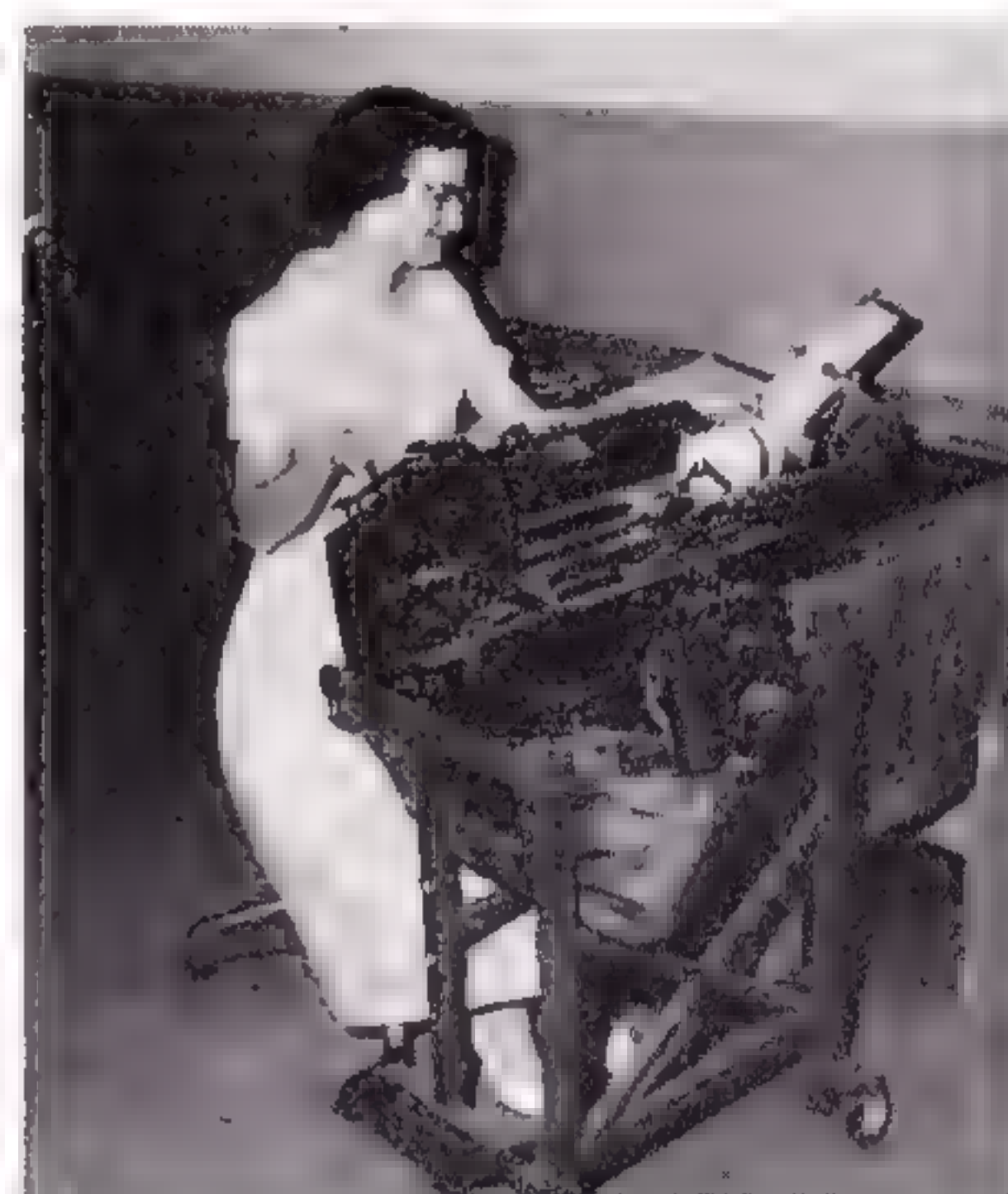
The first step of actual billing is done by Mary Dewey, pre-audit clerk. After the meter is read, the book is given to Mary and she checks the accuracy of readings. The book is then sent to the . . .



Billing room where its information is put on a bill by a billing machine operator—Charlotte Bass here. The amount of the bill is determined by a chart. This record is also called the recap tape, which will be used later.



This bill then goes to the addressing machine room, where a plate is made with customer's name, service address, mailing address (if other than service address) and account number. This information is stenciled on all that customer's bills, shown by Melba Magee.



Edaleen Dean takes meter books in the post-list room where another bill is made, but on regular adding machine tape. This tape doesn't contain as much information as the first bill.

Recap tape and post-list meet at Iris Raborn, who checks for accuracy and enters changes that have occurred in account during the progress of bill. Then correct the bills are mailed.



And the result of it all. The customer goes to his local office and pays for a month of "living better electrically."



SERVICE AWARDS

20 Years



F. L. Amedee
Production
Baton Rouge



T. D. Brooks
Distribution
Jennings



M. J. Cunningham
Distribution
Baton Rouge



L. J. Efferson
Distribution
Baton Rouge



M. C. Garman
Distribution
Jennings



E. K. Harrington
Production
Baton Rouge



R. C. Harris
Distribution
Baton Rouge



J. V. Lasyon
Production
Beaumont



R. W. Minnvielle
Distribution
Baton Rouge



Riley Pray
Distribution
Baton Rouge

10 Years



J. H. Beagh
Distribution
Church Point



Z. B. Brown
Production
Beaumont



M. L. Guidry
Distribution
Lafayette



C. C. Kuritz
Production
Beaumont



D. J. Provost
Distribution
Lafayette



D. E. Ridley
Distribution
Beaumont



Hal J. Ridley
Production
Beaumont



Harold Smith
Distribution
Jennings

Colored Division 10 Years



Marian Chambers
Production
Beaumont



Steve Dent
Production
Baton Rouge



G. W. St. Julien
Distribution
Lafayette

A PEEK AT THE T2A4

1928

A movement has been started among the business men to obtain street lights for Trinity . . . A peak load for the year, of 11,100 kw was established at the Lakeside Generating Station on March 18, at 6:56 p. m.; the Neches Station was off the line that day and this peak load was carried for about 30 minutes . . . Construction crews have completed the distribution system in Conroe and electric service will be given immediately after the engine from Alvin has been installed.

1933

Mrs. Imogene Gray has been transferred from the storeroom to the Accounting Department, Beaumont . . . Anders Poulson of the Beaumont Stenographic Department will work at Bryan as Clerk during the summer ice season . . . During May everybody in the Com-

mercial Department has turned on all the steam and rolled up 208 GE sales.

1938

While the line crew at Port Arthur was repairing damage done by the storm May 7, Mamie Voyles of the Home Service Department prepared sandwiches and coffee for the men . . . Roy Franques, Lake Charles, entered the Hall of Fame May 10 when he made a hole-in-one at the municipal golf course . . . The Company average (for kilowatt hour consumption per home customer for the year, March 1937-March 1938) was 900 kwh per customer.

1943

A new, permanent Baker Substation, replacing the one destroyed by fire last December has been completed at Baton Rouge . . . A recent addition to the Baton Rouge salesfloor is a War Bond booth — it doubles as an information center where the public is informed about Company personnel, service problems, etc.

1948

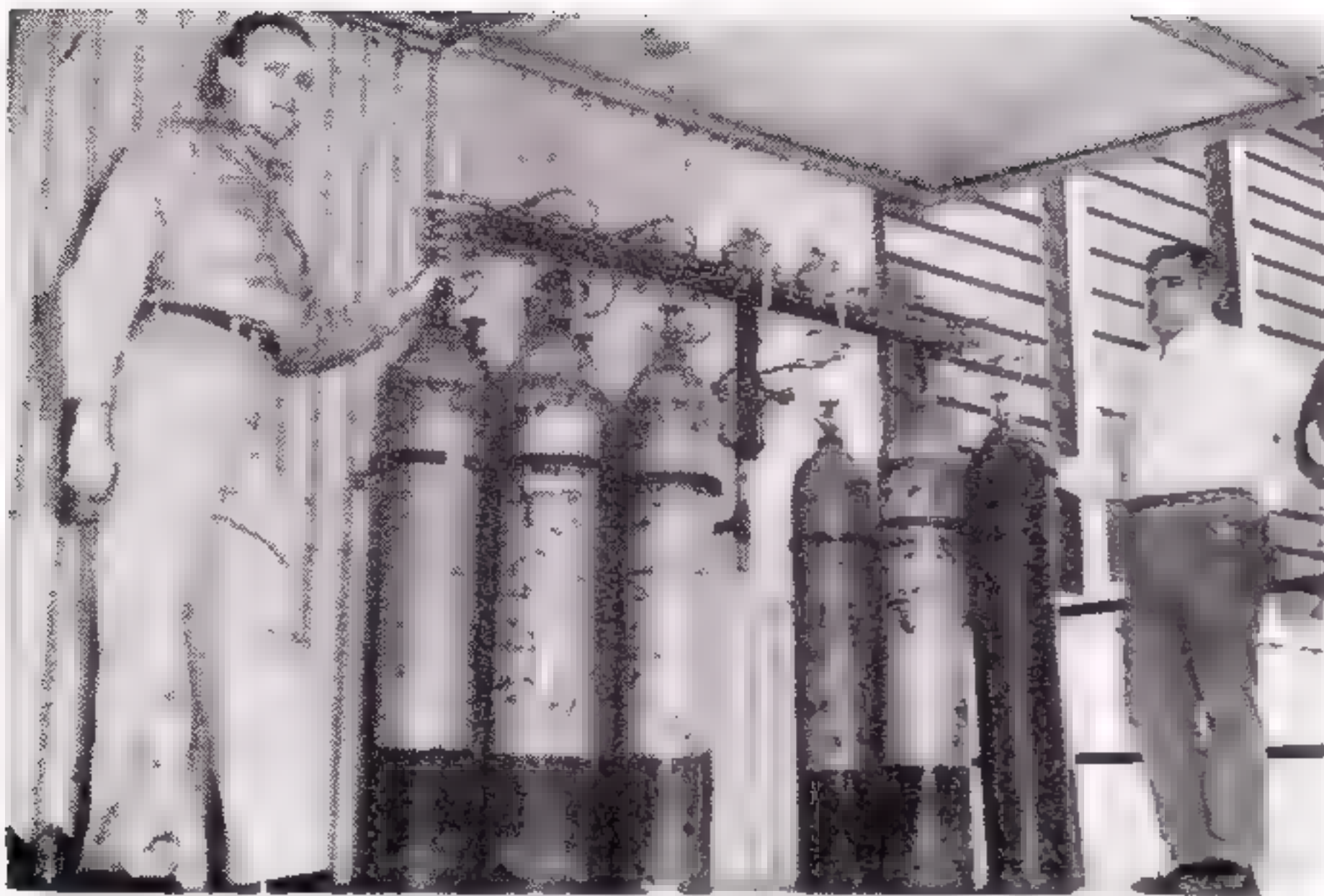
Another Louisiana town, Church Point, Arcadia Parish, has granted our Company a 25-year electric franchise;

the new franchise was granted by the City Fathers April 6, becoming effective May 15 . . . Valdemar Westh treated Louisiana Station employees to a fish fry as a result of his losing an election bet with C. L. Blackwell . . . New employees of our Company are: Dudley Williford, Beaumont production; William Crockum Jr., Beaumont Accounting; Johnnie Babin, Lake Charles garage; and Harvey Barron, customer contacts, Orange.

REDDY QUIZ NO. 4

Q. What is meant by a cycle of electric current?

A. In one cycle of alternating current, the current goes from zero potential or voltage to a maximum in one direction, back to zero, then to a maximum in the other direction and then back to zero again. The number of such complete cycles made each second determines the frequency of the current. (Direct current does not fluctuate from positive to negative and hence cycles or frequency can apply only to alternating current.)



Keeping generators cool from a safe distance is hydrogen gas from these containers mounted on their new rack outside Riverside Station near Lake Charles. Test Engineer Jim Derr, left and L. E. Stough, devised the new rack and the piping system which eliminates the necessity of hauling heavy containers and hot-headed hydrogen gas inside plant.

Imagineering Pays Off at Riverside Station Where . . .

Hydrogen Keeps Generators Cool

Explosive stuff, hydrogen, but very important to the efficient operation of our power plants.

Generators operate better if the temperature is controlled. Hydrogen is excellent coolant and is used in power plants to remove heat from the windings of the turbo-generator units.

Before Test Engineer J. H. Derr, Jr., and fellow Riverside Station Gulf Stater L. E. Stough, put their minds to it, there were two major problems involved in the use of hydrogen:

1. Hydrogen is very combustible.
2. Hauling the heavy hydrogen gas containers in and out of the plant was slow, painstaking work.

With safety uppermost in mind and with an eye on increased efficiency of plant operation, Messrs. Derr and Stough devised a way to keep hydrogen outside the plant. They constructed a distribution system fed from a rack where several containers could be hooked up and hydrogen piped wherever it was needed inside the plant. A covered platform was built to shelter the containers.

Now, thanks to the imagination and know-how of these two Gulf Staters, the cooling hydrogen gas is delivered where needed, minus the hazard of fire and labor of hauling heavy containers in and out of the kilowatt factory.

Good Service Brings Friendly Letter From Lake Charles

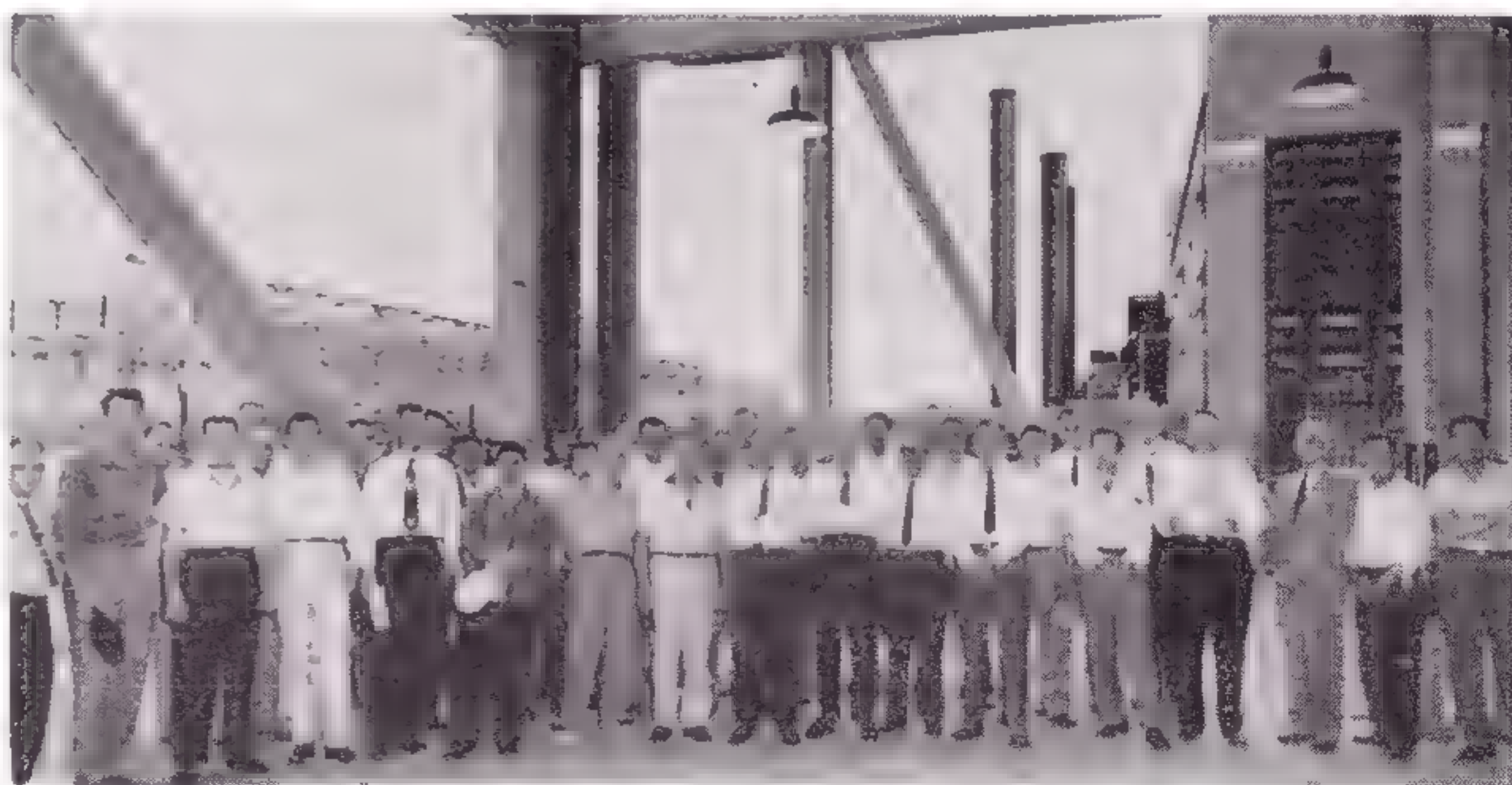
"Gentlemen:

I wish to express my thanks and appreciation for the efficient service given me last night. (March 31)

We are responsible for the purchase of Gulf States Utilities Stock by a number of people in Lake Charles. Your prompt and wonderful service certainly inspires confidence in your well managed company, not only from a stock holder's view point, but, also from those of us who use your service.

I wish to compliment, again, the men who came out to my place at Prien Lake last night, in the rain. They certainly are for Gulf States 'all the way'."

*George W. Clarke
Lake Charles*



This group of Texas Legislators visited Neches Station as a part of their tour of the Sabine Area. They are shown on the turbine floor of the No. 7 Unit.



Over 400 Visit Our New Office in Clinton, La.



Company visitors from Baton Rouge to the Clinton "Open House" were C. B. Barron, sales superintendent and R. O. Wheeler, gas superintendent.

Over 400 persons visited the new Gulf States offices in Clinton, Louisiana during the open house, March 20. The new offices are in the Masonic Lodge building on Main Street, across from the courthouse.

Home service advisors and sales representatives from Baton Rouge served refreshments and escorted visitors through the new location.

For the comfort and convenience of customers a five-ton heat pump is installed and an all-electric kitchen with a washer-dryer combination, built-in oven, range, dish-washer, garbage disposer and refrigerator.

These offices will serve customers in Clinton, Jackson, Baker, Slaughter, Norwood, St. Francisville and Zachary.

HOME CUSTOMER COUNT AND FIRST QUARTER SALES, 1957

Division	Total No. of Home Customers as of 3-31-57	Ranges	Home Freezers	Water Heaters	Room Air Conds.	Dryers	Tele- visions
Beaumont	62,024	257	500	49	160	650	2,000
Port Arthur	31,220	178	300	14	80	235	1,000
Navasota	22,300	47	24	19	34	110	388
Baton Rouge	65,822	548	600	35	176	625	2,500
Lake Charles	49,316	78	400	22	140	525	2,000
Total	230,682	1,108	1,824	139	590	2,145	7,888

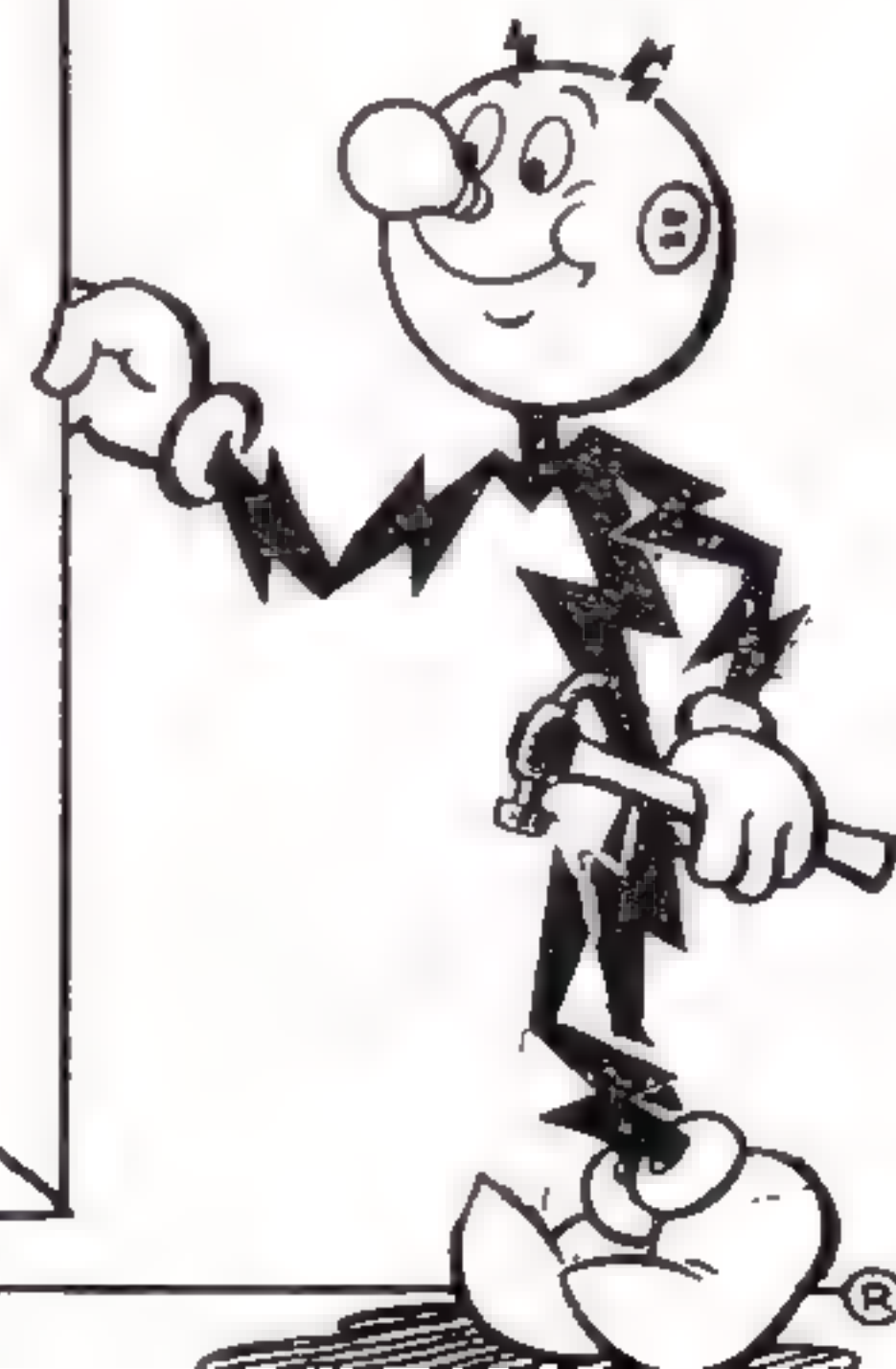
ELECTRIC APPLIANCE PER CENT OF SATURATION AS OF MARCH 31, 1957

Ranges	Refrig.	Home Freezers	Water Heaters	Room Air Conds.	Dryers	Tele- visions
49,769	207,450	48,916	13,961	40,590	11,564	160,811
21.57%	89.93%	21.20%	6.05%	15.39%	5.01%	69.71%

KWHr GAIN BY DIVISION

DIVISION	MARCH GAIN	DIVISION	TOTAL GAIN 1957
Baton Rouge	20	Baton Rouge	49
Beaumont	18	Beaumont	49
Navasota	13	Port Arthur	49
Port Arthur	11	Navasota	35
Lake Charles	5	Lake Charles	34
		SYSTEM	44

HERE'S OUR
SALES PICTURE
FOR JANUARY,
FEBRUARY AND
MARCH.





Port Arthur
Sales Dept.
Teams Up
With Neches
Station to
Host Educators
Last Month

The Turbines Go 'Round and 'Round

27 Teachers See Neches Station On Port Arthur's B-E Day

Twenty-seven teachers from the Port Arthur public schools visited Neches Station and our new Port Arthur service center on Business and Education Day, April 24 and 25.

Twenty white teachers were guests of the company the first day and seven colored teachers heard the program the next day.

Starting from Woodrow Wilson Junior High and Lincoln High, the groups followed the same program both days.

An inspection of the service center facilities was first. Then the group met in the Assembly Hall at Neches Station to hear the Company's story.

The tour of the plant followed, with company guides showing how electricity is generated and the auxiliary equipment necessary to run the generators. A discussion was held in the assembly hall after the tour.

All groups met back at the schools for lunch and general afternoon meetings.





"Steam turns the turbine, which turns the generator, producing the electricity."



The array of dials, multi-colored lights and switches are inspected in the central control station.



An explanation of the dials on No. 7 outdoor unit is given by company guide, Kirby Jones, Port Arthur sales superintendent.



Teachers take a peek at the working insides of an indoor electric turbo-generator.

A brief explanation is given on some of the associated components of No. 7 Unit by Gulf Stater Price Bradshaw.



gulf staters in the news

President Roy S. Nelson has been appointed chairman of a special gifts division of the 1957-58 United Appeals Campaign, which will begin in September. Past president of United Appeals, Mr. Nelson has long been active in UA and other civic projects. He will be serving his third consecutive year as head of a special gifts division.

Mr. Fred Johnson, Lake Charles Division sales manager, has been appointed by Louisiana Governor Earl K. Long, to serve as a member of a state-wide advisory committee on nuclear energy.

Lamoyne Goodwin, area development supervisor for Gulf States, has been appointed division chairman for the United Appeals financial campaign next fall. He will be chairman of the rural division and will have charge of solicitations outside the city limits of Beaumont.

Harry Rafferty, Customers Accounts Department, Beaumont, has been elected safety committee chairman of the Beaumont Downtown Kiwanis Club. His duty will be to carry out a seven-point national Kiwanis program for 1957.

Frank A. LeMire, Customer Accounts, at the time of his recent transfer to Beaumont, was chairman of the Lafayette Kiwanis Club's boys and girls work committee which is currently screening approximately 50 high school senior boys and girls to select the "Outstanding Young Citizen" of Lafayette Parish.

J. B. Bishop, Jr., commercial sales representative, Beaumont, has been elected a director of the Junior Chamber of Commerce in Beaumont.

District Superintendent L. N. Brannan, Silsbee, was elected president of the Silsbee Chamber of Commerce in April. He took office at the annual Chamber of Commerce banquet held last month.

Vice President E. L. Robinson has been named a vice-chairman of the Beaumont United Appeals drive for 1958. He will be in charge of the general solicitation department.

A. G. Fontana, Beaumont Stores Accounting, was elected a life member of the Texas State Bowling Association at the annual meeting of the Board of Directors of the Texas State

Bowling Association held in Ft. Worth recently. He received the honor in behalf of his services while president of the organization during 1951, 1952 and 1953. Since 1932 only two other presidents of the association have been voted this honor.

Julius E. Cowart, 34 Year Veteran, Dies In Baton Rouge



Mr. Cowart

Julius E. Cowart, 34-year veteran in the Baton Rouge Gas Department, died at Baton Rouge General Hospital Tuesday, April 23. He was 60 years old.

Mr. Cowart began his Gulf States career in November, 1922, working in the Gas Service Department. He was promoted to serviceman first class in 1940.

A native of Weiss, Louisiana, he lived at 2725 Laurel in Baton Rouge. He was a member of the Emmanuel Baptist Church and the Capitol Lodge No. 399, Free and Accepted Masons and the Baton Rouge Chapter No. 163 O. E. S.

He is survived by his wife, the former Edna Hood; two sons, Sidney D. Cowart and Elvie A. Cowart, senior engineering assistant in the Baton Rouge Gas Department; a brother, W. L. Cowart, and five grandchildren, all of Baton Rouge.

LSU Students Work With Home Service in Baton Rouge



These three lovely LSU students, Mae Cucullu, Jackie Jackson and Betty Lou Dickert, worked with the Baton Rouge Home Service Advisors for eight weeks during March and April.

They participated in all phases of home service work, including home service classes, public demonstrations in dealers' stores and customers' homes, kitchen planning and visiting local high school home economic departments.

This was the second group to take part in the program worked out by Gulf States and LSU in on-the-job training for students majoring in commercial home economics.

Sympathy

PLAIN TALKS extends deepest sympathy to **W. T. Buckley** on the death of his brother **Robert Emmett Buckley**. Robert died April 15 at the Hewitt Nursing Home. W. T. is in the Plant Accounting Department, Beaumont.

PLAIN TALKS extends its deepest sympathy to **Mrs. C. H. Meeks** and **Prentice Pevoto** on the death of their brother **Ivan**. Both Mrs. Meeks and Prentice Pevoto live in Orange.

PLAIN TALKS joins the many friends of **Denny K. Clubb**, in expressing sympathy on the death of Mr. Clubb's brother-in-law, **T. B. Hensley**, who was killed in an explosion at Magnolia Refinery, Beaumont, April 21. Mr. Clubb is with the Statistical Department in Beaumont.

PLAIN TALKS extends sympathy to **Dolores Easley**, whose father died April 4. Miss Easley is in the Baton Rouge Sales Department.

PLAIN TALKS expresses sympathy to **Howard L. Hornsby**, whose father died recently. Mr. Hornsby is a Baton Rouge residential sales representative.

PLAIN AND *Fancy* TALK

Seeking Hire: Your Small Appliances (willing to work for you at all hours every day in return for better care, wiser storage. Excellent performance assured.)

Better care? Don't discard the waffle iron just because it stuck once. Get it out, clean and reseason the grids.— you'll be glad you did when you make the Brownie Waffles given in the group of recipes. Other tips on care may be found in the "Timely Tips" column, to help you get maximum value from your small appliances.

Wiser Storage? One secret in enjoying small appliances is storing them where they are handy to use — that may mean on the counter top (mixer, blender, toaster) or in a cabinet near the place where they are used.

Tips for Storing

Mixer — A special shelf that folds into a cabinet (like a typewriter) is available. Also available is a revolving shelf in the corner cabinet top that conceals the mixer when not in use, yet is readily accessible. A new built-in mixer with the motor recessed into the counter top is available, as are a blender and knife sharpener used on the same motor.

Roaster — Slip the roaster into a utility closet or pantry on a cart for easy use of this large appliance. A rotisserie and a broiler-grill are very nice accessories available for the roaster.

Coffee-maker, toaster and skillet — Store these near the most-used eating area, if possible. Special cupboards can be designed for these much used items.

Latest small appliances — These include round or square electric skillets, horizontal toasters and combination toaster-ovens.

For use with table appliances, there are new automatic appliance centers which provide adequate service and the automatic "on" and "off" timing feature for all small appliances.

Small Appliance Recipes

Candy Clusters (Skillet)

- 1 small pkg. chocolate bits
- ¼ cup white corn syrup
- 1 Tbsp. water
- 2 cups ready-to-eat cereal

Place chocolate, corn syrup and water in electric skillet. Turn heat control to "warm" setting. Using rub-



ber spatula, blend in syrup and water as chocolate melts (takes 10-12 minutes). Add cereal and stir gently until coated with chocolate mixture. Drop from teaspoon on waxed paper. Chill until firm.

Avocado Cream Cheese Dip (Blender)

- 2-3 oz. pkgs. cream cheese
- 1 ripe avocado, cut in pieces
- 1 Tbsp. lemon juice
- 1 tsp. onion, chopped
- ¼ tsp salt
- 3 Tbsps. cream
- Few drops green coloring

Blend ingredients until smooth, using a rubber spatula to push down the top of the mixture if necessary. If mixture is slow blending, stop motor and use the spatula around blades. Makes about 1½ cups. Serve as dip with corn chips, potato chip or crackers.

Chocolate Waffle Brownies (Waffle Iron)

- 1 cup sugar
- ½ cup butter or margarine
- 2 eggs
- 2 squares chocolate, melted
- 1½ cups flour, sifted
- 1 tsp. baking powder
- ¾ cup milk
- 1 cup nuts, chopped

Cream sugar and butter or margarine together. Add eggs, one at a time, mixing well after each addition. Add melted chocolate. Combine and sift dry ingredients and add alternately with milk. Add nuts. Spread mixture on preheated waffle iron and bake until steaming stops.

Ice Cream Sandwiches: Ice cream sandwiches can be made from chocolate brownies. Soften 1 pint of ice cream, any flavor desired. Cut waxed paper to fit freezer trays of refrigerator. Spread ice cream ¼ inch thick on waxed paper and place in freezing compartment to harden. Put brownie waffles in freezer while ice cream is hardening. Cut ice cream to fit size of waffle and place it between two pieces of waffle. To freeze, seal in cellophane bag with freezer tape. Place in freezer

immediately. Work quickly, one sandwich at a time, leaving remaining ingredients in freezer to prevent softening.

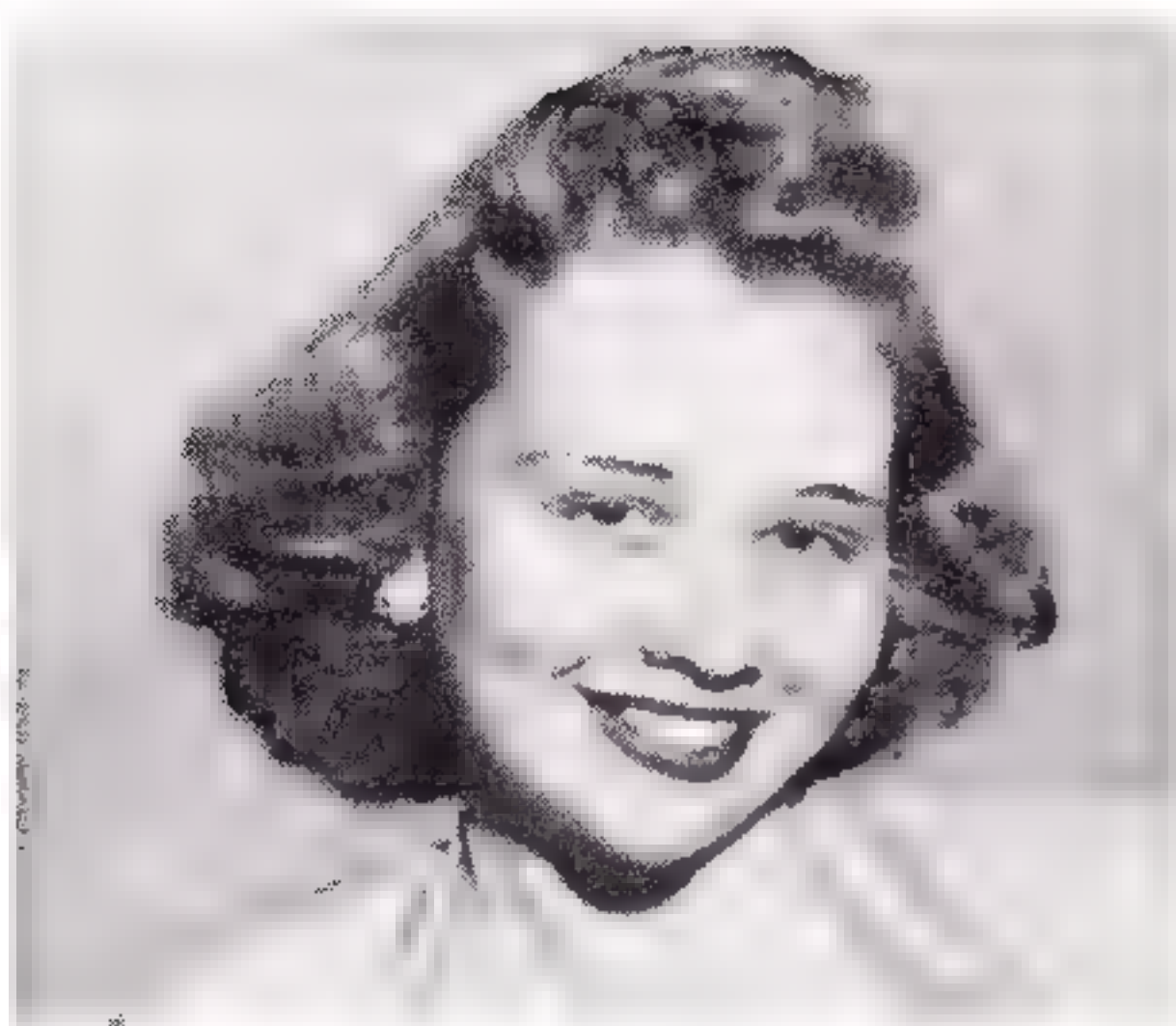
Timely Tips

- Freshen a coffee maker by brewing baking soda in it (1 teaspoon per cup of water). Be sure to rinse thoroughly.
- Take hold of the plug, not the cord, to disconnect electrical appliances.
- Don't let salted liquids stand in aluminum. They are apt to cause pitting.
- Remove tray of electric broiler promptly after use for easy cleaning.
- Never wrap its cord around a hot electric appliance. Avoid sharp turns in the cord.
- Hard-water stains can be removed from aluminum interiors with soap-filled steel wool pads, or by heating a solution of 2 teaspoons cream of tartar to 1 quart water or a weak vinegar solution in it.
- Silver polish can be used to restore the gleam to satin-finish aluminum.
- Use only a rubber spatula to guide batter into blades of a mixer when it's going, never a metal or wooden spoon.
- Don't shake a toaster upside-down. It usually has a crumb tray you can empty.
- If you need to use scouring powder on a waffle grid, be sure to rinse it off thoroughly and reseason the grid.
- Cool waffle and sandwich grills open.
- To season waffle or sandwich grids: Put one teaspoon unsalted fat or salad oil on cold grids. Close cover; bring to medium heat; then turn it off. Open it and wipe excess fat from grids with a soft cloth. Let it cool completely with the cover open.

Question Box

Q. What is a good method to use in starching a nylon ruffled petticoat?

A. Wash and dry the petticoat. Then dip it into a solution of 1 cup Epsom salts per gallon of water. Let the petticoat drip dry.



Miss Betsy Goodwin, daughter of Mr. and Mrs. Lamoyne Goodwin (he's our system supervisor of area development) represented Beaumont as a duchess in the recent Tyler County Dogwood Festival in Woodville.



President Roy S Nelson is presented a plaque by Mrs. Proctor and Truman Beeson, festival General chairman, for the winning float.

Gulf Staters In Dogwood Festival; Float Wins First In Beaumont Parade

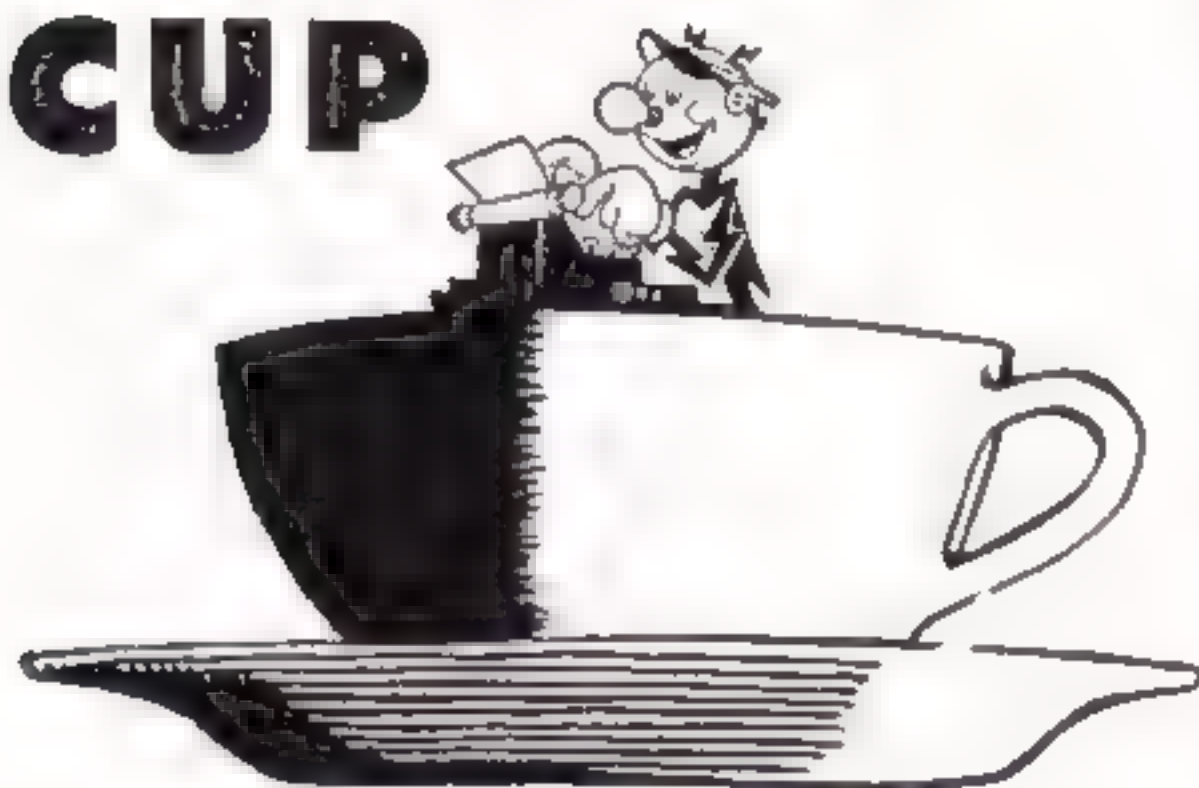
Wade Norvell, son of Victor R. Norvell, was crown bearer in the recent Dogwood Festival in Woodville. Mr. Norvell is local superintendent in Woodville.



Our prize winning float in the Neches River Festival Parade, Beaumont.



over the COFFEE CUP



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint PLAIN TALKS readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporter is, you can more easily supply her with information which she and PLAIN TALKS are happy to have.



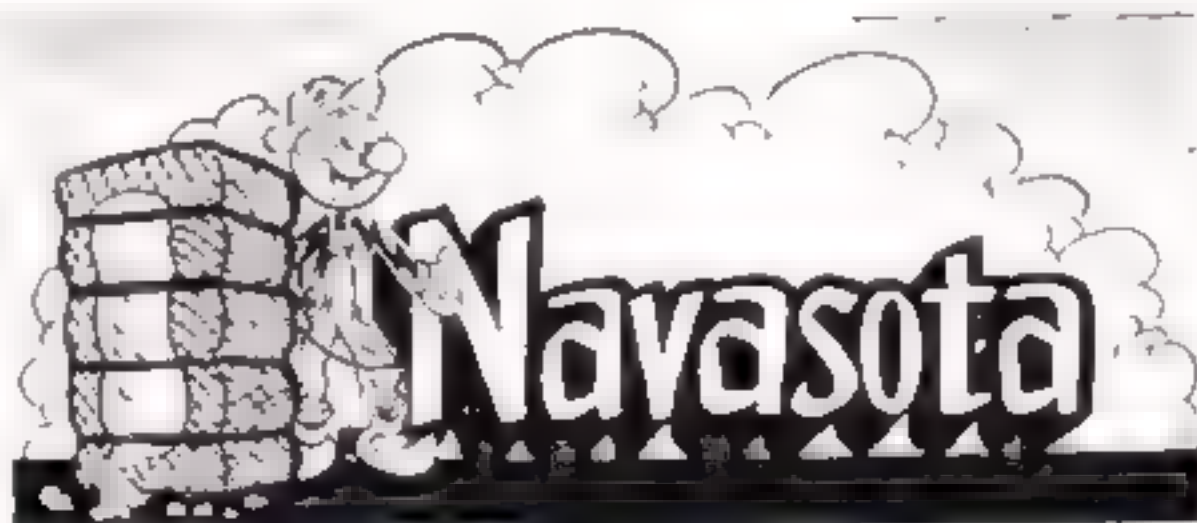
Jeannie Kiehl

Meet **Jeannine Kiehl** of the Lake Charles storeroom. Although a Gulf Stater for only a relatively short time, young Miss Kiehl fully enjoys her role as a reporter for the storeroom and vicinity. An athletic girl, her favorite recreational activities include bowling, swimming and basketball.



Marie Allen and Jack Stengler are your contributing editor and associate editor of PLAIN TALKS.

Marie, formerly Marie Roberts, was married to Bob Allen, May 3.



Miss Janie Rae Foskett, daughter of Mr. and Mrs. H. C. Foskett (he works in the Navasota Division Garage) was honored recently at the "Golden Heart Ball" given by the Sigma Phi Epsilon fraternity of T. C. U. in Fort Worth. Miss Foskett was elected as the Sigma Phi sweetheart from a field of nominees from each sorority on the campus. She is a member of the Kappa Alpha Theta sorority at T. C. U.

—By Jeannette Sangster

District Superintendent Roy Hudspeth, attended the National Convention for School Officials in Atlantic City, New Jersey, this month.

He is a member of the Cleveland School Board and was one of the two delegates from Cleveland.

Miss Ouida Watkins, Cleveland office clerk, is engaged to **George Creer** of Port Arthur. A June first wedding is planned at the First Pentecostal Church in Cleveland.

—By Jane Bazzoon



We're happy to welcome **Joyce Anne Haynes** to the Baton Rouge Rural Sales Department.

The Residential Sales Department is happy to have **W. D. Spillman** as a new representative.

H. E. Brown is back with us after a short stay in a hospital.

We wish a speedy recovery to **Robert Collier**, who is in the Baton Rouge General Hospital.

Walter Benjamin, commercial sales representative, recently attended the Hotpoint Basic Factory training school on commercial equipment in Chicago.

Back at work after vacation trips are **Lois Landry** and **Howard Hornsby**, both of the Residential Sales Department.

—By Lois Landry

New employees in the Customers Accounting Department are **Ronda Frayer**, **Yvonne Ogden**, **Joan Rubenstein** and **Carolyn Owens**. Carolyn is a commercial student from Istrouma High School and works three hours each day after school.

—By Francis Gross

Mr. Albert Hill has returned to work after a recent illness. Mr. Hill is employed in the Gas Meter Shop.

—By JoAnne King



Judy Gipson, center, bride-elect of **Robert Didier**, Baton Rouge Line Department, was honored at a recent dinner party given by **Daisy Smith**, also in the Line Department. At right is Judy's mother, Mrs. Andrew Gipson. Left is Judy's sister, Mrs. Robert Taylor. Judy and Bob will be married May 30.



Ernest Fuchs III was married to **Shirley Montene Gibert** of Atlanta April 12, at the Oglethorpe Presbyterian Church in Atlanta. He is the son of **Mrs. Frances Loew Fuchs**, home service advisor in the Silsbee-Woodville area. Mrs. Fuchs traveled by plane to Atlanta for the wedding.

Ernest worked with our sub-station and line crews in Baton Rouge for several summers prior to receiving his degree in electrical engineering from L. S. U. After graduation he joined the staff of Westinghouse Electric Corporation and since completing his student training course has been in Atlanta.

Brian Sumrall, Jr., son of **Brian Sumrall** of Beaumont, is one of three valedictorians at commencement this spring to be honored at French High School. The three students had identical total scores in the valedictory examinations. Brian is a nephew of **Mrs. Dorothy Futch**, Residential Sales Department, Beaumont.

Dick Landry, Beaumont lighting engineer, received third place in the Southwestern Regional Conference "My Most Interesting Lighting Job" contest held in Oklahoma City, April 30, for his fluorescent street lighting installation on Procter Street in Port Arthur.



Learning to play the electric organ has proved interesting for **R. K. Wilkerson** and he now provides entertainment for his friends. Mr. Wilkerson, who is superintendent at Neches Station, learned to play as a hobby, practicing during his "spare" time.



The "natives" are restless today! Shown with an alligator, visitor at the future site of **Roy S. Nelson Station** near West Lake, Louisiana, are (left to right) **Joseph Berger** and **R. L. Allshouse** of Stone and Webster Engineering Corporation, and **Jack Reich**, our production manager.

Miss Ruby Kessler, Beaumont System Engineering, and **Mrs. Iris Land**, Beaumont Corporation, have received certificates of completion of courses in the biennial Secretarial Seminar, sponsored by the Beaumont Chapter of National Office Management Association. The seminar was conducted at Lamar State College of Technology.

W. A. Thompson, system Industrial Sales Department, is going on a two-weeks summer cruise as a Lt. Commander in the Naval Reserves. During this two weeks he will be attached to the Eighth Naval District.

—By *Lola B. Martin*

Terrell Franklin and "**Kit**" **Evans** are undisputed champions of the "Lunch Hour Hearts Tournament." They nosed out **Mickey Knobloch** and **Art McConnell** for the title.

After returning from her vacation, **Nancy Walker**, billing, said she is all in favor of just taking it easy. She said her most strenuous activity was a bicycle ride.

The Billing Department is happy to welcome **Johnny Akin**, a new billing machine operator.

Iris Raborn, Billing Department, is back from her vacation. She enjoyed one week of "just loafing".

Norman and **Mary Helen Ener** are back at work after a week's vacation, during which they "fixed up" their new house in Hawthorne Place.

—By *Dora Porter*



"**Pete**" **Hebert**, T & D Department, was in the Veterans Hospital last month for a check-up.

Mrs. T. M. McNeil has been seriously ill at a Houston hospital the past month. Mr. McNeil is employed in the T & D Department.

J. J. Boutte, T & D Department, is sporting a black eye. Seems he was giving his son **Larry**, age 10, some instructions in how to be a pitcher. Larry threw a curve . . .

Wayne Dunham, T & D Department, flew to New York for a two weeks vacation. He planned to visit some former Air Force buddies and see the current Broadway hit, "My Fair Lady."

—By *Lorraine Dunham*



Gloria Powell, Meter Department, married **Leroy J. Bodemann**, Engineering Department, Beaumont, May 4. The services were held in the Central Baptist Church in Kirbyville. The couple is now living in Beaumont.



Congratulations to **Leora Robicheaux**, Engineering Department, and **Gene Axe**, who recently announced their engagement. They plan to wed some time in the fall.



This actually happened in Lake Charles on Number 10 tee when Charlie Glass took a terrific swing at the ball. Drawing of the incident was made by "Slim" Larkin.



Elaine Lowe, customer's clerk in Lafayette, is shown at her files.

We welcome J. H. Roy, R. D. Harrington and Donald A. Cooper, new Line Department employees. We also welcome a new storeroom employee, Joseph Roy James.

Angelle, J. K. Powell, and Hubert Faulk, who celebrate their birthdays this month.

Recent vacationers of the Lafayette office were: Paul Dugas, Harry Guidry, Albert Louviere, Allen Hernandez and Harrison Carlin.

—By Cynthia DuBois

LAFAYETTE

Mr. and Mrs. Charles Dupuis of Lafayette announce the approaching marriage of their daughter, Jessie Lee, to Gerald Gene Fremin of Youngsville, Louisiana. The wedding will be in St. Genevieve's Catholic Church June 1. The bride-elect is a graduate of Lafayette High School and attended Southwestern Louisiana Institute. She has been a customer's clerk in Lafayette since June, 1955.

Four new employees joined our forces last month. They are: Cynthia LaChaussee, who will replace Rose Marie Mouton; Ann Hornberger, who will replace Jeanette LeBlanc; and Joseph Welch and Hubert Faulk, newcomers in the Electric Department.

A farewell party was held Friday, April 26, for Jeanette LeBlanc, who, after her marriage to Harry Smith Jr., will move to New Orleans. The wedding will be at 10 o'clock nuptial Mass in the Cathedral of St. John the Evangelist, June 6. A gift was presented to Miss LeBlanc by fellow employees and refreshments were served.

"Happy birthday" to T. J. Thayer, James Daigle, Whitney Trosclair, Gilbert Broussard, Jim Richardson, Charles Breaux, Ray Robin, Paul Broussard, Alvin St. Julien, Joseph



Mr. and Mrs. Willie B. Wells announced the birth of a daughter, Angela Kay, on April 3. Mr. Wells is a new employee in the Gas Department in Baton Rouge.

Mr. and Mrs. Jack F. Worthy announce the birth of a daughter, Norma Lisa, born February 13, at Baton Rouge General Hospital. Mr. Worthy is assistant advertising director in Baton Rouge.

Mr. and Mrs. W. D. Spillman are parents of a daughter, Sara Jo, born April 25, at Baton Rouge General Hospital. Mr. Spillman is in the Baton Rouge Sales Department.

JENNINGS

M. E. Dennis, retired supervisor of the Jennings T & D Department, is reported much improved after having two major operations at the St. Patrick Hospital, Lake Charles. He is now at home and enjoying visits from his friends.

Harvey Johnson, of the Jennings T & D Department, and his family enjoyed a week's vacation at their camp at Hackberry recently.

Three Jennings line crew employees have been transferred to the Lake Charles line crew. They are Weston Bertrand, Barney Guillett and R. E. Peavey.

Sympathy is extended to Clarence Phillips, whose father died April 15.

—By Mary M. Gauthier

Mr. and Mrs. Edward J. Belair who are parents of a son, Charles Mack, born April 10. Mr. Belair is Jennings storekeeper.

Mr. and Mrs. Allen Hernandez announce the birth of a son, Marc Gerald, April 27. Dad is a helper on the line crew at Lafayette. Mrs. Hernandez is the former Elvie Marie Bearb.

Karen Edith Gautreau, born April 7, is the daughter of Mr. and Mrs. Murphy Gautreau, Baton Rouge meter reader.

Mr. and Mrs. Nicholas Parrino, Baton Rouge meter reader, announce the birth of a son, Anthony John, April 5.

GROWING with Gulf Staters



Putting his best foot forward early in life is James Kenneth Sutton, fourteen-month-old son of Mr. and Mrs. Kenneth Sutton of Albuquerque, New Mexico and grandson of Mr. and Mrs. Kenneth E. Sutton. The proud grandpa is director of advertising in Beaumont.



Above are Steven Dale and Ronald Eugene, sons of W. H. Foster of the Port Arthur Line Department. Cowboy Steve is two and Ronald is four months old.



This happy-looking trio are children of L. F. Donaldson, Baton Rouge T & D service supervisor. He also has six more sons. Pictured here, left to right, are: Tommy, age 8; Mary Cecelia, age 12; and David, age 10.



William Russell Reynolds is the nine-month-old son of Mr. and Mrs. William B. Reynolds. His dad works in the classification section of the General Accounting Department at Beaumont.



Uncle Willie Fans Show

Their Ideas Of Reddy Kilowatt

To kiddies Reddy Kilowatt may have some unusual shapes, as the drawings indicate, but they all agree that he's a mighty helpful wired hand around the house. Here's what some of them wrote Bill "Uncle Willie" Hammond of Beaumont's KFDM-TV and radio, in the course of a current video contest in which Reddy's services are evaluated by young fans in the Sabine area: (The spelling is theirs not ours.)

"... Reddy make my fan run and my radio works. He toasts my toast and runs my air condishner. He lights up my house and he runs my vacum cleaner. The best thing I like about him is he works my TV..."—Joe Price, Beaumont, Texas.

Seven-year-old Beverly Gaskin of Port Arthur wrote: "... Reddy kilowatt helps us live better electrically by runing our vacum cleaner, our clocks, our refrigerator, our T.V. and radio..."

According to seven-year-old James Anderson Bell of Deweyville, Texas, "... ready killawatt helps us in many ways lights for our home T.V. for our pleasure and most important he runs our Refrigerator to keep our milk nice and sweet and to keep our meat and vegetables fresh. ready killawatt also runs the motor to pump water into our apt. . ."

In the opinion of Tim Duncan of Port Arthur, "The job of keeping our food cold and from ruining is one of Reddy's most important jobs..."

These are only four of the 32,000 youngsters in the Sabine area who listen to or watch Uncle Willie each day. The show, sponsored by our Company, features interviews with the youngsters, highlighting their birthdays. Favors and prizes are awarded the young fans of the studio audience. Winners in the current contest will be selected soon.



Planning a trip in the family buggy for your vacation? If you are, please be sure you make it a pleasant experience for yourself and everyone you meet. During the vacation months, thousands of motorists are on the highways and too many of them are intent on cramming as much activity as they can into one brief vacation . . . the result too often is tragedy. Sure, let's forget our jobs and have a good time, but remember that safety never interferes with pleasure. Careful and unhurried driving will help you enjoy the restful vacation you've been waiting for all year. So have a good trip — and live to tell about it!